It’s About the Student: Managing Upward on Student Veteran Issues & Closing Comments

(Simple Strategies for Getting Veterans Issues onto a President’s or Chancellor’s Agenda)

Dr. Tom Jackson, Jr.
President, Black Hills State University
Outline

1. What Universities Represent
2. Role of President or Vice President
3. Importance of Linking Effort and Services to a Presidential Initiative or Talking Point
4. Lessons Learned – Re-Emphasized
5. Tidbits and Summary
Universities Represent

1. Opportunity, Employment & Economic Development
2. Public Needs to Know Costs
3. Strengthen our Case for New Resources
What do we look like?

- 38% of state universities are located in small towns
- 61% of all state schools are master’s degree institutions
- Many have professional, baccalaureate, masters, doctoral & associate degrees
- 49% of all bachelor’s degrees at four-year public colleges and universities
Role of President or Vice President

1. How similar to VP.
2. General day includes...email, updates, some meetings, lots of strategy and thinking, smiling, and lots of follow-up.
3. Inspire (encourage) staff, students, and faculty.
4. Provide direction
5. Serve as “figure head.”
6. Be strategic and a decision maker.
7. Oversee resources. Lots of information!
Importance of Linking Effort

1. Tie to recruitment, enrollment, marketing, & retention (metrics)!!!
2. With more __ the impact would be __.
3. Recognize the other avenues needing $.
5. Health, rec, and social items.
6. Faculty assistance? President?
Lessons Learned & Re-Emphasized

1. Getting involved as a student.
2. Recruiting & Bases
3. Academic Programs, Engaging Students
4. Genuine Conversations
5. Students not using Veterans Services
6. Admiral Harms: Support, Empower, and Inspire
7. Bureaucracy & Politics
8. Mission
Tidbits #1

1. Videos and news stories
2. Promoting your work
3. Self-sufficiency (Escalator)
4. Be active in the community
5. Active students in SGA, service-learning, volunteerism, & other organizations.
6. Invite leadership to ceremonies and also invite senior officers (brass).
7. Mini-graduation, coin, or cord ceremonies.
8. Parades and color guard.
9. Presidents say many things...get them to say “veterans.”

Black Hills State University * NASPA * February 6, 2016
IN THE MEDIA

BHSU-RC to host panel discussion on gun violence
Read the KOTA article

BHSU featured in American Association of State Colleges and Universities Newsletter
Read the AASCU newsletter

BHSU has record fundraising year
Read the KOTA News article

BHSU begins service learning program in Philippines
Read the Butte County Post article

Pangburn Hall demolition begins on Black Hills State campus
Read the Rapid City Journal, Kelo Land, and Black Hills Pioneer articles

A mile-deep campus
Read the Symmetry Magazine article
Tidbits #2 & Summary

10. Find lounge space – someplace.
11. Encourage involvement in Rec Sports (form a 3:3 basketball team or flag football)
12. Have a pre-party then go to movie night on campus or in town.
13. Perfect academic advising and orientation.
14. Presidential social with community leaders.
15. Housing scholarships – TAMUK & BHSU
16. Tie into recruitment
17. Find academic advocates and help train academic advisors.
18. Liaison with local ARNG and reserve units.