

SERVE ON

THE BATTLE BORN BATEMAN TEAM

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SERVE ON STUDENT VETERANS OF AMERICA COAST GUARD

ARMY
STUDENT VETERANS OF AMERICA
NAVY
AIR FORCE
SVA
MARINES
COAST GUARD

Serve On SVA

Serve On SVA

Serve on SVA

Serve on SVA

NEVADA WOLF PACK

DARK RIDER

INTRODUCTION

What does it mean to be a student veteran? What are the challenges? What helps a student veteran succeed? These were the questions the 2016 University of Nevada, Reno ‘Battle Born’ Bateman team asked. From the answers, we built a community driven movement, which stimulated large amounts of awareness and support for the Student Veterans of America (SVA) chapters of Northern Nevada.

The University of Nevada, Reno (UNR) is one of the premier schools in the nation for veterans, with current estimations suggesting there are over 400 registered student veterans at UNR. The school has also been designated as a “Top School” by the *Military Advanced Education* journal for its 2016 Guide to Colleges and Universities. Along with its own SVA chapter, UNR joins Truckee Meadows Community College’s chapter, in offering the greater Northern Nevada community an established outlet for student veterans to grow and flourish in their academic settings. With this strong, existing foundation to build upon, this year’s Bateman team intended to build a campaign that would accomplish outstanding goals of the client, by becoming a local, supported, forward looking movement within Northern Nevada, that creates opportunities for student veterans through networking, increased SVA Awareness and strategic partnerships.

To develop a campaign that accomplishes these goals, we needed to know what was at the forefront of student veterans’ concerns. It was only after the development of a deep understanding with them, through research and interviews, that we were able to construct a campaign designed with needs and issues of student veterans at the forefront our goals. What ensued was the **Serve On SVA movement**, a campaign that focused largely on the one thing student veterans ostensibly wanted most: recognition for who they are *today*, not just for who they were *yesterday*.

Largely a grassroots, community relations campaign, Serve On SVA permeated the Northern Nevada academic and professional communities through presentations, events, face-to-face chats and strategic partnerships. The campaign put student veteran needs and issues such as professional networking events, traditional student versus non-traditional student conflicts, priority registration and more at the center of its community conversation. The end result was a successful, meaningful campaign, designed to be easily replicated on college campuses and communities all across America.

RESEARCH

SITUATION ANALYSIS

Student Veterans of America is “dedicated to helping yesterday’s warriors become today’s scholars and tomorrow’s leaders.” The local SVA chapter, Wolf Pack Veterans, felt that though they appreciated being thanked for their past service, they were far more connected with their present and future work. Rather than a simple thank you, student veterans wanted support for the work they are doing now.

Student veterans at UNR are not required to self identify, making it difficult to know the exact number of student veterans on campus. Those who do publicly identify as a student veteran make up a small portion of the university’s population. Priority registration, career programming and a lack of understanding of student veteran’s concerns between administration and traditional college students, were the top issues faced by student veterans in the Northern Nevada area. Many traditional students were unaware of student veteran organizations or any of the issues they faced. Without a relationship between student veterans and the rest of the university community, it was clear that making a lasting change would be improbable.

SECONDARY RESEARCH

To understand student veterans we used provided data from Student Veterans of America, scholarly studies and data from Gallup.

Key Findings:

- Only 72 faculty out of nearly 300 administration personnel from UNR have gone through VetSMART, which is a free program that provides staff and faculty with an understanding of military and veteran culture for improving interaction and communication with Nevada student veterans.
- Student veterans do not need to self identify, however, through the data collected from the Student Veteran Office we do know there are more than 400 student veterans on the UNR campus.
- Nearly a third of returning veterans do not feel their university understands their needs.
- The SVA and others dispute media claims that 88 percent of student veterans drop out.

PRIMARY RESEARCH

Our primary research used two surveys, a focus group and individual interviews. In addition our team member, who is an active member of the SVA chapter on campus, attended the Student Veterans of America Conference in 2015 and observed practices by other successful chapters.

Surveys: We collected 161 responses from traditional students and student veterans. Questions for both audiences focused around student veteran perspectives and issues.

Traditional Student Survey:

- 81.5 percent of traditional students felt it was their job to help out veterans on their campus.
- 86 percent of traditional students did not know of their local SVA chapter.
- Frequent words and phrases that traditional students used to describe student veterans include: “hero,” “hardworking,” “experienced,” “dedicated,” “quiet,” “timid,” “sad” and “may suffer from PTSD.”

Student Veteran Survey:

- Only 38 percent of student veterans are members of the SVA chapter or other on-campus student veteran organizations.
- Student veterans find networking events to be a helpful benefit of their SVA chapter.
- Some words that student veterans used to describe how they think their peers view them include: “dumb,” “broken,” “aggressive,” “mental health issues,” “heroes,” or “victims”. **This highlighted a huge disconnect between how student veterans think their peers view them and how their peers actually view them.**

Focus Group: We surveyed 13 members (comprised of 8 men and 5 women) of the local SVA chapter.

- Most student veterans primarily focus on getting their degree and are less focused on other experiences traditional students value.
- Many wanted administrative change to accommodate their non-traditional status such as priority registration, career programming and a non-traditional student veteran orientation.
- Student veterans felt uncomfortable when being thanked individually in person and preferred recognition for what they were doing now rather than their past.

Student Veterans of America Conference: One of our Bateman team members attended the conference in Orlando, Florida. This gave us the opportunity to ask student veterans and university leaders what they did to improve their school’s SVA chapters.

- Many SVA chapters had issues with membership numbers.
- Syracuse University exemplified how involving the university administration is imperative to improving focus and support systems for student veterans on campus. Their chancellor stated that he wanted their school to be the best school for student veterans, which energized a movement to improve student veteran life on their campus overall.

TARGET AUDIENCES

PRIMARY

Traditional College Students in Northern Nevada

- Aged 18 to 24, living in zip codes 89503, 89512 and 89431 in Reno, Nevada. Our research found Facebook, Instagram, Snapchat and Twitter are among their most used communication channels. They are also reachable when placed in captive audiences, such as a class, club, greek life or other group setting.

SECONDARY

University of Nevada, Reno Faculty and Administration

- Our research found that both are available for communication via direct contact, large school events such as student elections, student media (school newspapers) and administrative communications such as faculty listservs.

TERTIARY

Student Veterans in Northern Nevada

- Our research found they are available via communication with local SVA chapter heads, Veterans Service Directors, and community flyers in student veteran centers.

Employers in Northern Nevada

- Our research found they are available for communication via networking, community events and social sites such as Linked In.

KEY MESSAGES

- Student Veterans of America is a strong support system for student veterans who continue to serve their country through education and hard work.
- Networking and career development opportunities are vital to student veterans' ability to serve on beyond the military.
- Student veterans should not be defined only by their military service.
- It is our job as Americans to salute and support student veterans as they serve on in their communities by being educated, productive members of society.
- As non-traditional students, veterans should have access to the tools and services they need on campus to successfully pursue their educational pursuit.

CHALLENGES & OPPORTUNITIES

During implementation our team faced several challenges. Like many places, Nevada was in the midst of its political season, with state caucuses occurring during the first couple weeks of the campaign. Due to this, it was sometimes difficult for our team to reach out to students, because veterans are sometimes viewed with a political stigma, and many of the people we talked to were hesitant at first, thinking we had hidden political agendas. The political season also made it challenging to get media coverage due to the increased competition for spots in local media by political entities. Another major challenge the campaign faced was student veteran participation in networking events. Although student veterans told us multiple times that networking events were a top priority for them, the number of student veterans that actually showed up for such events was underwhelming. One last major challenge the team faced was time. Implementation was only a month, which limited the amount of tactics and strategies we could successfully implement. We may have created tactics for long term use, such as a Facebook page for veteran friendly employers, to be handed off after implementation ended, however we were not informed that this was an option until the campaign was nearly over.

The team also had several opportunities during implementation. The first was Northern Nevada's existing military friendly culture. As previously mentioned, UNR is a top rated school for veterans and already had an established SVA chapter. The Veteran Service Office works closely with the student veterans on campus and proved to be a valuable infrastructure. Their office helped us communicate to student veterans on Northern Nevada campuses and other veteran organizations. Another opportunity was student elections. While the national election may have been challenging for the team, UNR student government elections, which occurred during the implementation period, presented a unique opportunity to expand the breadth of the campaign's message to administration and other student groups through strategic partnerships with candidates. Perhaps the biggest opportunity unique to our team, was the grand opening of UNR's new Pennington Student Achievement Center which houses the Nevada Military Support Alliance Veterans' and Military Center, a new home for student veterans and the SVA chapter on UNR's campus.

GOAL

To become a local, supported, forward looking movement within Northern Nevada, that creates opportunities for student veterans through networking, increased SVA Awareness and strategic partnerships.

OBJECTIVES

Objective One: To increase SVA awareness through a common theme reflective of student veteran needs, among the Northern Nevada academic and employer communities of Student Veterans of America by 33.3 percent by March 15, 2016.

Objective Two: To collect and deliver student veterans' issues and challenges to the administration to the University of Nevada, Reno's by March 15, 2016.

Objective Three: Create, plan, and execute three professional networking events driven towards student veterans by March 15, 2016.

Strategy 1: Create a community driven campaign

Rationale: SVA indicated that their objective was to increase awareness and support networks for student veterans. In order to do this and create a lasting effect beyond the scope of the project, we knew creating a grassroots focused campaign would be the most successful.

Tactic 1: Make a theme reflective of student veterans' needs apparent across the campaign

Our research indicated that student veterans felt uncomfortable when their peers would interrogate them about their service or treat them like that's their only accomplishment. We created a campaign that focused on student veterans' post military success, leading to career opportunities to help them better **serve on** in their communities.

Tactic 2: Capture Serve On salutes from community members

We created awareness about the unique needs and challenges student veterans face on a daily basis. Audience groups were informed of these issues through our social media platforms and in person presentations. We encouraged audiences to send a salute to Serve On SVA's Snapchat to show their understanding and support.

Tactic 3: Participate in the (SVA chapter) Wolf Pack Veterans' Barbecue

By providing additional burgers and hotdogs to the Wolf Pack Veteran's barbecue, we extended the invitation to traditional students. The barbecue provided an opportunity to inform attendees of the Serve On movement and for traditional students to interact with student veterans. We also encouraged them to send a Serve On salute to the Serve On SVA Snapchat. We promoted the barbecue on our Facebook, Instagram, Snapchat and Twitter pages.

Tactic 4: Honor student veterans at NBA affiliate Reno Bighorns game

We advertised 20 free Reno Bighorns game tickets to student veterans on our Facebook and Twitter pages. At the game, we tabled to engage community members in conversation about SVA, passed out Serve On pins and encouraged attendees to send Serve On salutes with the Serve On geofilter via Snapchat designed for the game. We shared photos of the event to our social media platforms.

Tactic 5: Pennington Student Achievement Center donation

Using paint, students put their handprints on a poster that was donated to the Nevada Military Support Alliance Veterans' and Military Center in the newly built Pennington Student Achievement Center at the university. The handprints symbolize the support that students have for their student veteran peers as they continue to serve on after the military. The poster was accepted by the president of the local SVA chapter, and Serve On SVA was commended publicly by the head of veterans services for the large amounts of attention and recognition that the campaign had brought to the chapter. In addition the team hand delivered a letter to President Marc Johnson that highlighted the recommendations that we had to improve the campus life of student veterans and met the Veterans Policy Analyst with the Office of Governor Brian Sandoval.

Tactic 6: CrossFit Serve On Challenge

We asked the CrossFit classes at the UNR recreational center to perform an extra 5 burpees during all of their classes, for the 5 branches of the military, on March 15. The CrossFit classes accepted our challenge and posted a video of participants doing the burpees to the recreational center's social media platforms, which we shared using ours.

Tactic 7: Communicate the Serve On message to university organizations

After being invited to come and speak to various organizations spanning from classrooms to fraternity and sorority life meetings, the presentation consisted of an introduction to the campaign using a campaign video and three Serve On tips. The three tips were: (1) do not interrogate student veterans about their service, (2) remember that student veterans' working needs are different from traditional students', (3) they are just like you! These tips gave a call to action to club members by letting them know how to serve on for student veterans.

Strategy 2: Strategic Partnerships

Rationale: By forming strategic partnerships, we were able to spread the Serve On message to a number of audiences, and ensure that steps towards the success of student veterans would continue far beyond the time boundaries of the competition.

Tactic 1: Recognize SVA in the Student Government Election

We partnered with the presidential and vice presidential candidates during the 2016 election. The two candidates used

the research our team conducted to understand and create a platform surrounding non-traditional students at the university. During the General Election Debates, a presidential candidate stated that he partnered with the Serve On campaign to understand the wants and needs of non-traditional students—career driven programming. More specific to student veterans, the candidate encouraged more faculty members to take part in the VetSMART program, and focused on getting priority registration for student veterans. The candidates, along with the Serve On SVA campaign, shared mentions of the partnership on our Facebook and Twitter pages throughout the election season.

Tactic 2: Partnered with Nevada Work for Warriors for career-focused training

We created, planned, and executed a professional development event with Nevada Work for Warriors and the University Veteran Services. Our Work for Warriors partners assisted student veterans in resume building and refining certification searches to enhance career options and prepare for interviews. We advertised the event using flyers around the veterans center and through social media.

Tactic 3: Assist the university's Veteran Services Office in creating lasting, progressive change

Partnering with the Veteran Service Office helped us to further understand the student veteran culture and their priorities. Advanced registration for student veterans and career development events were of high importance to student veterans. This information provided important insight as to how to assist the already Top Tier military driven university. After one of our meetings with the Veteran Service Office Director, she agreed to mention Student Veterans of America on the NPR affiliate KUNR with UNR President Marc Johnson.

Tactic 4: Unite with university Office of Fraternity and Sorority Life for greater impact

We partnered with Fraternity and Sorority Life, which make up 12 percent of the university community, to reach out to student leaders. Our research indicated that student veterans favored community service and professional networking opportunities. We inserted our campaign in the All Greek Networking Night and Greeks in the Streets where the university student community volunteered at over 100 different locations such as nonprofits and local parks. Our team extended the invitation to student veterans in Northern Nevada for both events.

Strategy 3: Develop and maintain social media platforms

Rationale: Research showed that using social media channels to communicate messages of the campaign would be highly effective for reaching our primary audience.

Tactic 1: Push content through Facebook

Create and maintain a Serve On Student Veterans of America Facebook page that explained our campaign and how to join the movement, streamed videos, highlighted our partnerships by providing election news and promoted our events.

Tactic 2: Push content through Twitter

Create and maintain a Serve On Student Veterans of America Twitter focused on promoting campaign events along with the Nevada Military Support Alliance Veterans' and Military Center, providing facts about the client and retweeting our partner organizations.

Tactic 3: Push content through Instagram

Create and maintain a Serve On Student Veterans of America Instagram that highlighted our present and upcoming events, as well as the people that attended the events that made up the campaign.

Tactic 4: Push content through Snapchat

Create and maintain a Serve On Student Veterans of America Snapchat to receive salutes as a measurement tool of engaged audience members and to broadcast live events and key messages.

Strategy 4: On campus media relations

Rationale: In order to reach a broad scope of our primary target audience of university students, we had a presence in our university's media outlets. Outlets included the university's newspaper and radio station. We crafted our messaging around upcoming events, while simultaneously reinforcing the goal and ongoing efforts of the campaign.

Tactic 1: Write an OPED newspaper article promoting a student veteran friendly campus

The university award winning newspaper, Nevada Sagebrush featured our article, "It's important that student veterans have their voices heard too." One of our team members wrote the article, pitched it and secured placement to highlight the needs and wants of non-traditional students—student veterans' in particular—in the midst of the student government election. In addition, this specific Nevada Sagebrush issue endorsed our partnered candidates running in the student government election. We shared the article on our Facebook, Twitter and Instagram pages.

Tactic 2: Appear on Wolf Pack Radio to share Serve On key messages

Wolf Pack Radio invited the Bateman team on its show to talk about the Serve On SVA campaign. Along with promoting the national organizations Student Veterans of America and Public Relations Student Society of America, we informed listeners how to join the Serve On movement and encouraged them to send Serve On salutes. We also announced the “Pizza with Professionals: Resume Workshop for Warriors” event for student veterans coming up the following Friday.

Strategy 5: Professional Development Events

Rationale: Through our primary and secondary research of student veterans, we found that they valued career driven networking opportunities.

Tactic 1: Pizza with professionals: resume workshop for warriors

We partnered with Nevada Work for Warriors, Job Connect, JOIN, which trains Nevadans for careers and members of the Alumni Veteran community to create an event for student veterans that encouraged them to grab a slice of pizza and learn how to integrate their military service into their resume and interviews when applying for future employment. Our event received praise from the director of veteran services, who stated that there were student veterans present at our event who do not typically participate in veterans’ events.

Tactic 2: All Greek networking night to help Student Veterans land future employment

One of the biggest benefits to this event is that all of our target audiences were present during the networking night. There were over 1,000 university students and 200 business professionals. We invited student veterans to the event via email, Facebook and Twitter postings. At the event, local professionals advised students on how to make lasting first impressions, shared networking tips and demonstrated how to engage in productive conversations with potential future employers, coworkers and clients.

Tactic 3: Magazine story showcasing student veterans to Northern Nevada employers

Our team pitched a story for the Northern Nevada Business Weekly Magazine highlighting the professional development aspect of the Serve On SVA campaign and explaining why student veterans should be seen as ideal hires for employers.

Tactic 4: A place for student veterans to call home

Similar to the All Greek Networking Night, members from all of our target audiences were present at the grand opening of the Nevada Military Support Alliance Veterans’ and Military Center. 30 people attended the ribbon cutting ceremony and reception. Many student veterans took this event as an opportunity to engage with administration, employers and student leaders. We posted photos on our social media sites.

EVALUATION

OUTPUTS

Outputs Total: 3,682

- **60** Serve On buttons passed out
- **3,432** emails sent
- **23** Facebook posts
- **17** Instagram posts
- **40** Twitter posts
- **60** Snapchat Story posts
- **1** Snapchat Geo Filter
- **6** Presentations
- **12** Strategic Partnership Mentions
- **8** Events
- **6** Administration Discussions
- **2** Letters to UNR President
- **5** Pitches
- **6** Press Releases sent
- **2** Articles written
- **1** Radio Interview
- **1** Website

OUTTAKES

Objective One: To increase SVA awareness through a common theme reflective of student veteran needs, among the Northern Nevada academic and employer communities of Student Veterans of America by 33.3 percent by March 15, 2016.

- **EXCEEDED:** Our post campaign survey indicated a 53 percent increase in SVA awareness on campus. Survey results were compiled by surveying the same pool of respondents from the pre-implementation survey.

Objective Two: To collect and deliver student veterans' issues and challenges to the administration to the University of Nevada, Reno's by March 15, 2016.

- **COMPLETED:** The Serve On SVA campaign successfully brought student veteran issues and challenges to the administration's attention through strategic partnerships with student government presidential and vice presidential candidates and through in person conversations and letters with the university's president.

Objective Three: Create, plan, and execute 3 professional networking events driven towards student veterans by March 15, 2016.

- **COMPLETED:** The Serve On SVA campaign successfully held 3 professional networking events for student veterans: a resume building workshop with employers, partnering with the All Greek Networking Night and partnering with the Veterans Service office to invite student veterans to the Donor Opening of the Pennington Student Achievement Center, where many employers of Northern Nevada networked with student veterans.

OUTCOMES

Serve On SVA...

- Achieved approximately 65,800 impressions on Twitter.
- Reached over 5,300 people in Northern Nevada through Facebook.
- Achieved over 6,200 views of the Serve On SVA launch video.
- Received Serve On SVA salutes from approximately 300 people through Snapchat.

Shared Serve On with...

- Two college classes, five clubs and organization meetings, 20 fraternities, 11 sororities, one student government election, one student barbecue, two student-run media outlets and two tabling sessions.
- Close to 5,000 professionals when we tabled at the NBA affiliate Reno Bighorns game and held three networking events.
- Over 1,000 community members at a volunteer park cleanup event.
- Around 100 university officials and potential employers when we presented a donation to the Nevada Military Support Alliance Veterans' and Military Center donor opening.

Impact:

Serve On SVA brought the presence of student veterans, their needs, their challenges and their impact to the attention of the very communities that they live and work in everyday. Costing a total of **\$954.55** the movement encouraged students, administration and employers to focus not only on student veterans' past service, but who they are today and their future success. Serve On SVA empowered student government and university administration to take action on the issues and needs that most affect student veterans. In the time since implantation ended, priority registration has been passed by the student government. Finally, because of the emphasis on SVA in the campaign, versus the local club names, SVA branding has been consistent from officials such as UNR's Office of Veterans Services.

Longevity:

Serve On SVA is more than just a Bateman submission. Serve On SVA will live beyond the deadline, 2016. **Serve On SVA is a message that will continue to be at the heart of student veterans and their supporters.** Our partnerships with student government candidates paid off. They have since been elected President and Vice President of UNR's student government, and our message will continue to live on through their platform. Through our discussions with administration and UNR's president, Marc Johnson, the school is more aware now than ever of the steps they can take to ensure a successful environment for student veterans. By virtue of the campaign, local SVA chapters are more equipped and informed on successful communication strategies they can use to accomplish future goals. If adopted, SVA can use the strategies of this campaign to help student veterans serve on each and every day.

APPENDIX CONTENTS

THE BATTLE BORN BATEMAN TEAM A2-A3

PRIMARY RESEARCH A4-A9

SECONDARY RESEARCH A9-A10

TACTICS A11-A27

BUDGET A28

FLASH-DRIVE CONTENTS A29

THE BATTLE BORN BATEMAN TEAM

The Battle Born Bateman Team, derived from Nevada, the ‘Battle Born’ state, is a diverse group of students. The team came from very different backgrounds. Team members affiliated with the Black, Jewish, LGBT and Greek Life communities, as well as one member who actually is a student veteran, lent to a **well-rounded** team with many different views and ideas of what it means to be an American, and what it means to truly support those who have fought to keep our freedoms safe.



LINDSAY HONAKER, ACCOUNT EXECUTIVE

A large part of my college experience has been getting to know the UNR campus and learning how to create positive change. I have held positions including, Panhellenic President, was an account executive for a government agency campaign currently being implemented statewide and was on the 2015 American Advertising Federation’s Integrated Marketing Competition team. Although I am a senior and was looking forward to a semester of relaxation and senioritis, I am very thankful for the opportunity to be account executive for the Nevada Bateman team. The Bateman competition quickly became a coalition to make a change and improve the lives of student veterans in Northern Nevada.

I found that every student veteran has a story, and through their experiences they have so much to teach traditional students to face each day with bravery, to not underestimate the power of hard work and to value serving on by giving back to the community that has shaped them.



JAMES RUTTER

Strategic communications is not simply a career path to me, it is the love of my life. I am so enthused by the prospect, in the realms of public relations, advertising and social media, that every story—every client, every product, every audience—is different. From night clubs and five star restaurants in Las Vegas, to art stores and the Washoe County Library System in Reno, it is fair to say I have experienced a wide variety of clients. However, I can honestly say that Student Veterans of America has impacted my life in a way no other client has before.

I grew up an only child, and often took things for granted. I have never met people with the level of drive, compassion and experience that are the Student Veterans of America. Discovering them has changed my perspective entirely, and taught me the value of my freedoms, and the caliber of the amazing individuals that fiercely protect them.



CASSANDRA BREAZEALE

I interact with many different students. As an admissions specialist and student recruiter for the university, I prepare prospective students to make the transition from high school to college. I serve as vice president of membership for the PRSSA Theodore Conover chapter and am responsible for recruiting new members. As the account executive for the student-run YES! Always campaign, we combatted sexual assault on our campus and it has begun to spread to campuses across the nation. We worked with male and female students from all sexual orientations and stressed the importance of consent regardless of sexual activity.

It was student veterans who gave me a new perspective and enlightened me to the hardships they face, along with their aspirations and drive beyond the military. They are soldiers, but they are also students, parents, and employees, setting an example for us all.



RYAN COVERDELL

Next to being a father, being a soldier was one of my favorite jobs. As a leader in the Army, it means helping out anyone that needs it. It is that need that has led me to where I am today, helping veteran organizations at my university find a voice and giving them a platform to speak from. This campaign was a chance for me to get to know new people - four individuals who took different paths to get to the Bateman team. I was the team “veteran” which had an entirely different meaning considering it was student veterans we promoted.

But, I can now say I am a veteran of the Army and Bateman, and am proud that my own local Student Veterans of America chapter exceed what we had hoped to accomplish this year. We did find our voice and because of our work, have a strong, sturdy and ongoing platform to speak from.



REBECCA LITE

Throughout my college life, I have embraced my Jewish identity, and helped charter Nevada’s first Jewish sorority. I also participated in the Northern Nevada Hillel organization, where I found a group of people who share my history. This competition and campaign has truly been an eye opening experience and another opportunity to create a new history with a group of people I had nothing in common with at the beginning, but have come to see them as lifelong friends. I also learned to share a lot with the student veterans we helped promote in the Serve On campaign and it was them who gave me an even greater appreciation of diversity on campus.

Representing SVA made me appreciate the power of communication and how a single idea can become a movement. I strive to uplift people in my everyday life, and I think as a team we were able to create a comprehensive campaign, with a positive lasting effect. In many ways, sharing in this new way gave me the courage to serve on.

PRIMARY RESEARCH

SURVEYS INTRODUCTION

We chose to create two online surveys through Qualtrics and one post-campaign survey through Google Forms. The first survey was distributed to University of Nevada, Reno student veterans through the University Veteran Services, veteran listserve, through the Student Veterans of America Wolfpack Veteran's email and social media accounts. Our second survey used skip logic which targeted students, faculty and administration. We shared our survey on Facebook, and emailed and distributed physical copies to faculty and administration.

The student and faculty survey was a comprehensive 32 question survey. In order to get our target audience to take the survey, we incentivized a basket comprised of donated Wolf Pack gear. Participants were entered into the basket drawing by providing their email address at the end of the survey. We used the email addresses collected from participants in the first survey to gauge awareness from the same pool for our post campaign survey following implementation.

TRADITIONAL STUDENT & FACULTY SURVEY

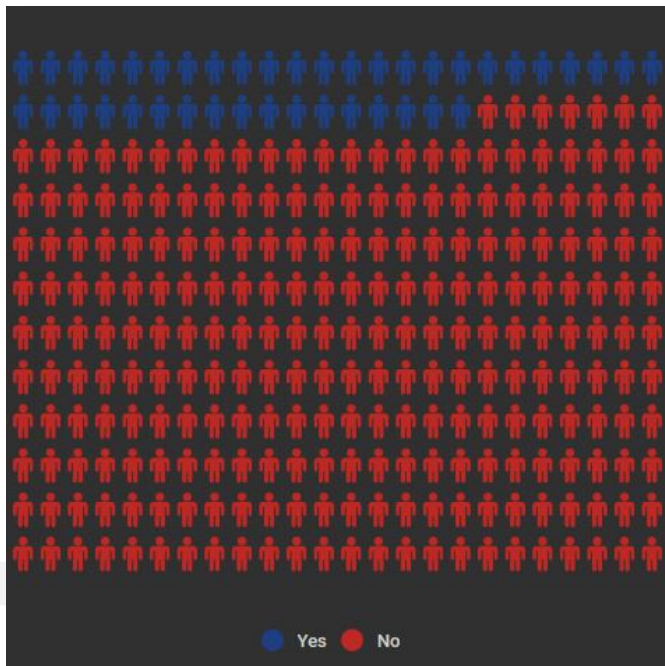
"I think it is my job, as an American citizen, to support the student veterans on my campus in any way I can."



Question: Please indicate how strongly you agree with this statement: "I think it is my job, as an American citizen, to support the student veterans on my campus in any way I can."

Key Finding: 81.5% of traditional students felt it was their job to help student veterans.

Analysis: The overwhelming amount of students who felt it was their job to support student veterans helped our team refine our target audience by picking a population that was willing to carry out our message.



Question: Have you heard of the Student Veterans of America club/organization?

Key Finding: 86% of students have not heard of Student Veterans of America.

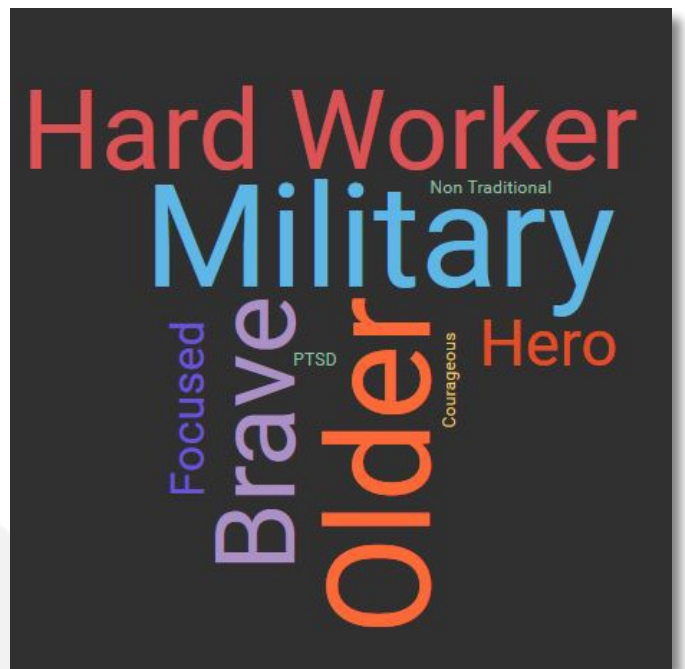
Analysis: The results of this question indicated that a majority of students have never heard of Student Veterans of America. This gave us the foundation to assess current branding of SVA and the potential that we had to create more brand awareness.

8. Please indicate how frequently you use the communications channels listed below, on a daily basis...

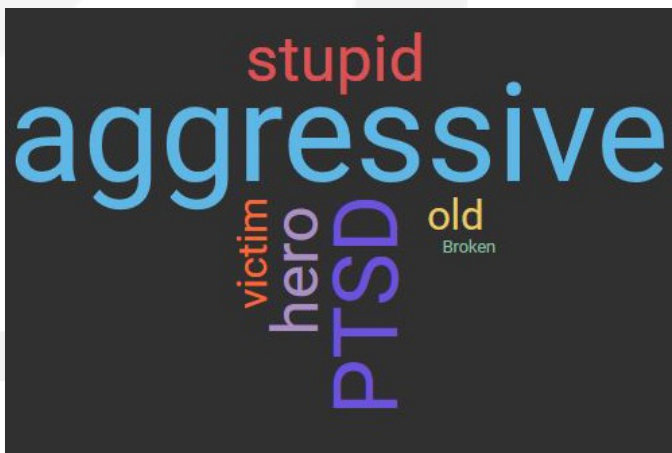
#	Question	0	1	2	3	4	5	Total Responses	Mean
1	Facebook	4	4	2	4	9	78	101	5.42
2	Twitter	19	4	8	11	14	45	101	4.31
3	Instagram	4	4	4	13	12	64	101	5.15
4	Snapchat	1	5	1	11	13	70	101	5.38
5	Pinterest	28	22	15	19	9	8	101	2.83
6	Text Messaging/iMessage	0	0	2	1	4	94	101	5.88
7	Email	1	1	2	8	14	75	101	5.55
8	Google	1	3	6	9	17	65	101	5.31
9	News Websites	12	13	22	22	18	14	101	3.62
10	YouTube	5	12	28	25	16	15	101	3.79
11	Internet TV & Movies (Netflix, Hulu, HBO, etc.)	3	6	11	24	25	32	101	4.56
12	Podcasts	60	22	12	2	4	1	101	1.72
13	Community Flyers	40	27	20	9	4	1	101	2.14
14	Newspapers	43	23	22	11	2	0	101	2.07
15	Radio	17	18	18	20	16	12	101	3.36
16	Traditional Television (cable, satellite, broadcast, etc.)	33	16	21	13	7	11	101	2.78

Question: Please tell us what words, thoughts or ideas come to mind when you hear the words “student veteran.”

Analysis: This question helped us to understand the perception of student veterans in the eyes of their traditional student peers. We found that traditional students viewed student veterans in high regard by describing them as hardworking, heroes and dedicated. Less common, students would describe student veterans as timid, quiet, sad and may suffer from PTSD.



STUDENT VETERAN SURVEY



Question: What misconceptions about student veterans do you think are held by the general public?

Analysis: Many student veterans ascribe to a false notion that their peers believe them to be deeply broken or damaged. This has led to a social barrier from traditional and non-traditional students, which is why we created strategic relationships with the student government election on campus.



Question: Are you currently a member of an on-campus, student veterans club or organization?

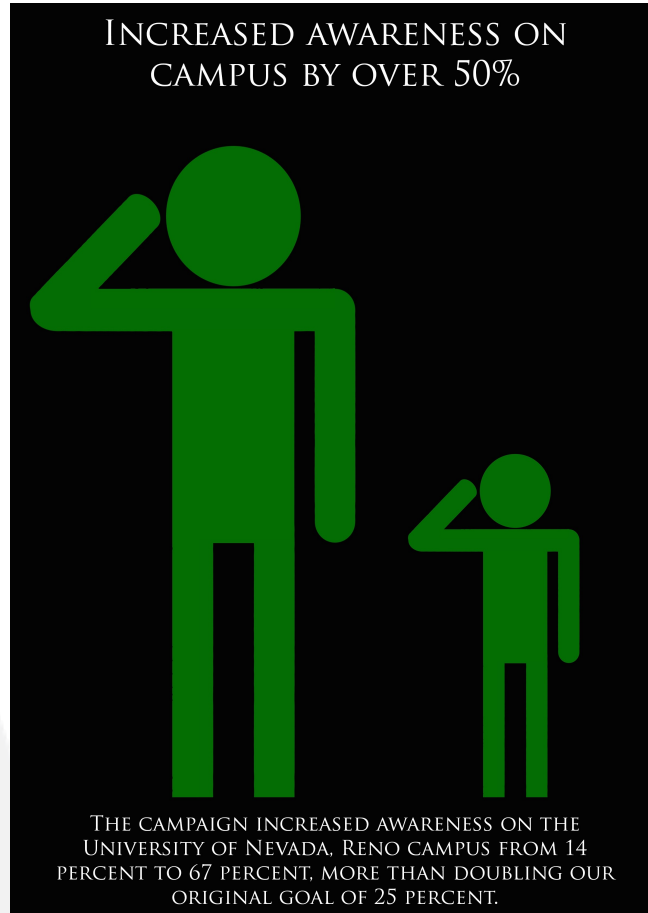
Key Finding: 38% of student veterans are members of the SVA chapter or other on-campus student veteran organizations.

Analysis: Many student veterans do not find it to be advantageous to join an outside club because they are more interested in focusing on school to get their degree and enter the workforce.

Question: What is the best benefit of your on-campus, student veterans club or organization?

Key Finding: The most consistent feedback we received from student veterans is that they want to see more networking and career driven programming from their campus, clubs and organizations in order to better prepare themselves for the future.

POST IMPLEMENTATION SURVEY



FOCUS GROUP BREAKDOWN

Our group held a focus group consisting of 13 student veteran participants on Friday, January 29, 2016 at 2 p.m. in a on-campus, library conference-room, at the University of Nevada, Reno. The 13 participants were positioned around a table and asked 14 questions about veterans needs', concerns and support. The outstanding messages that came out of the focus group included:

- Student veterans desire traditional students and others to recognize them for who they are now, not just for their service.
- Networking events are important and enjoyed by student veterans.
- UNR does not have priority registration, which can cause financial complications for veterans who do not get into the classes they need.
- Traditional students can be an obstacle for veterans in the classroom when they invade personal space, interrogate them on their military history, work with them in group settings and othering them.

FOCUS GROUP QUESTIONS

1. Describe what you enjoy doing on campus.
2. Are you aware of any veteran services available to you as a student?
3. How would you go about receiving information about veteran services on campus?
4. Are you aware of Student Veteran of America? And if so, what services does the organization provide?
5. Are there things you wish were available to you on campus?
6. What are some challenges you face as a student?
7. What do you think is the biggest misconception, held by the public about student veterans or veterans in general?

8. Do you believe veterans get enough support on campus?
9. Do you believe veterans in the United States get what they deserve?
10. If there was one thing you would want the public to know or understand about student veterans or veterans in general, what would that be?
11. Can you describe information or events on social media or television that referred to veterans and what you liked or disliked about them?
12. What would you like to see regarding events and programming on Nevada's campus in order to get more veterans involved?
13. What messages do you think are important in this year's election that could benefit student veterans or veterans in general?
14. Is there anything else you would like to add about student veterans, veterans or students in general that we have not asked you about today?

STUDENT INTERVIEWS

In addition to surveys and research, we interviewed 10 traditional students and 3 student veterans for a campaign launch video. Besides the tactic, the interviews also served as primary research data. Student veterans were asked about what it meant to be a veteran, what skills or achievements they were proud of today and how they thought their student peers viewed them. Traditional students were asked what words or ideas they associated with student veterans and why they thought it was important to support student veterans. Responses to these questions largely reaffirmed the preexisting information we had already collected through our surveys and focus group.

SECONDARY RESEARCH

MILLENNIALS

Content: Millennial zipcodes in Reno/Sparks, Nevada

Source: http://www.esri.com/data/esri_data/ziptapestry

Content: Millennial values

Source: <http://www.millennialmarketing.com/who-are-millennials/>

Content: Millennial age ranges

Source: <http://www.people-press.org/2015/09/03/most-millennials-resist-the-millennial-label/>

Content: Millennials and Snapchat

Source: <http://mwpartners.com/snapchat-is-now-the-third-most-popular-social-network-among-millennials/>

Content: UNR survey of student body

Source: <http://www.unr.edu/Documents/student-services/student-services/enrollment/summary.pdf>

STUDENT VETERANS

Content: Gallup - Article about student veterans not feeling that their college understands their needs.

Source: <http://www.gallup.com/poll/186548/returning-vets-don-feel-college-understood-needs.aspx>

Content: SVA Million Records - Summary of data pertaining to student veterans.

Source: http://studentveterans.org/images/Reingold_Materials/mrp/download-materials/mrp_Full_report.pdf

Content: GI Bill Information

Source: <http://www.benefits.va.gov/gibill/>

Content: Executive Order 13607 – Principles of Excellence. President Obama’s executive order for upper education leaders describing how student veterans should be treated.

Source: <https://www.whitehouse.gov/the-press-office/2012/04/27/executive-order-establishing-principles-excellence-educational-instituti>

Content: 8 Keys to Veteran Success Sites (Department of Education)

Source: <http://www.ed.gov/veterans-and-military-families/8-keys-success-sites>

Content: IPEDS – Data center full of data about students and student veterans

Source: <https://nces.ed.gov/ipeds/datacenter/>

Content: Overview of programs for student veterans for the purpose of easing their transition into higher education.

Source: <https://www.acenet.edu/news-room/Documents/From-Soldier-to-Student-Easing-the-Transition-of-Service-Members-on-Campus.pdf>

Content: Assesses different programs available to student veterans.

Source: <http://www.acenet.edu/news-room/Documents/From-Soldier-to-Student-II-Assessing-Campus-Programs.pdf>

Content: Interview research of 25 student veterans and the findings from that research.

<http://www.auburn.edu/~diramdc/ch1.pdf>

Content: Survey research on student veterans as well as faculty and administrations feelings towards veterans.

Source: <http://www.unr.edu/uvc>

Content: Information on UNR student government elections

Source: <http://www.nevadaasun.com/elections/>

TACTICS

COMMUNITY RELATIONS

What we did: Presentations to clubs and organizations.

Why we did it: We reached out to various clubs and organizations including fraternities and sororities, because of their wide spectrum of student connections across the university. Speaking at multiple Greek meetings allowed us to introduce the campaign and gain more support from a large and influential population on campus. We provided tips about student veterans that would be distributed back to chapters and other organization leaders.



THREE TIPS:

1. DON'T INTERROGATE THEM
2. REMEMBER THEIR WORKING NEEDS
3. THEY ARE PEOPLE



What we did: Serve On Salutes

Why we did it: Due to the nature of this campaign, where much of the campaign was done through talking to people, Snapchat was accessed as a measurement tool to effectively show how many people we reached. Snapchat salutes not only added together the majority of the people we reached, but they also showed student veterans that their peers are aware of them and are showing their appreciation for them with this small gesture.



EVENTS

What we did: We partnered with Nevada Work for Warriors, Job Connect, JOIN and members of the Alumni Veteran community in order to aid student veterans while creating a resume and building interviewing skills called Pizza with Professionals: Resume Workshop for Warriors.

Why we did it: The purpose of this event was to encourage and teach student veterans the value in creating a viable resume for after they complete their degree. We partnered with Nevada Work for Warriors, who shared the knowledge and importance of skillfully integrating military service into resumes and how to exude professionalism in front of future employers. We also promoted the All Greek Networking Night that was held the following week.



What we did: We partnered with Wolf Pack Veterans to host a student barbecue at the center of campus. We provided hotdogs and hamburgers to incentives students to come hear the Serve On message and send in their "Serve On Salutes" to our Snapchat.

Why we did it: Primarily, we wanted to create awareness of student veterans on our campus, as well as create a conversation between student veterans and traditional students. Free food was a great incentive for students to listen to our message and signal their support through salutes.



Account executive, Lindsay Honaker, handing UNR President, Marc Johnson, Serve On SVA's letter of recommendations.

What we did: We were featured guests at the Nevada Military Support Alliance Veterans' and Military Center donor opening. We presented the center with a framed picture donation comprised of handprints in SVA's colors marked by traditional students. The artwork was presented shortly before the official ribbon cutting ceremony and was accompanied by a brief explanation of our campaign from Ryan, our student veteran team member. Our account executive also hand delivered a letter of recommendations, to improve the experience of student veterans, to the president of UNR.

Why we did it: The Nevada Military Support Alliance Veterans' and Military Center donor opening was the ideal event to bring our campaign to a close; it was an opportunity to interact with prominent university faculty and staff, state military officials, benefactors, student veterans and student leaders. The event was a celebration of the newly opened student veterans' center along with the success of our campaign, complete with appetizers, cake and music.



The Serve On SVA team with UNR President Marc Johnson at the Veterans Center opening (above), and the Serve On SVA team with Cesar Melgarejo, Veterans Policy Analyst with the Office of Governor Brian Sandoval (right).



Serve On SVA's Letter of Recommendations:



SERVE ON STUDENT VETERANS OF AMERICA

Dear President Marc Johnson,

Through the national PRSSA Bateman Case Study competition, the Serve On Student Veterans of America campaign, has spent the last month raising awareness and creating dialogue about the importance of student veterans at the University of Nevada, Reno.

The University of Nevada, Reno is one of the Top military-friendly schools, paving the way for resources and tending to the wants and needs of non-traditional student veterans. If we serve on as a university community, and listen to the needs of student veterans, we will find that priority registration, VetSMART and career programming are at the forefront of what student veterans want to see from their administration.

The university is one of the only colleges in Nevada that does not have priority registration for student veterans. Student veterans tend to be older with families and jobs, so having priority registration will greatly benefit them due to the time constraints and GI Bill. The GI Bill pays for their education, and if student veterans are unable to get four classes that pertain to their major, their GI Bill is reduced. The GI Bill has provided an education for 14 Nobel Prize winners, three Supreme Court justices, three presidents, a dozen senators and two dozen Pulitzer Prize winners. Having priority registration will allow student veterans to make an impact on the world faster than a typical student.

VetSMART's Veteran Services Office and VITAL Initiative's program strive to inform faculty and staff at the university so that they better understand the veteran and military culture in the community. Currently there are only 72 faculty members at the university who have been trained regarding student veterans, a small number that seemingly calls for more faculty to know about VetSMART and the benefits that it will have on the student veteran community.

Career programming is the main interest for student veterans on the university campus. During their time in college, student veterans appreciate different networking events that can increase their ability to get a job in the future. Networking and career fairs specific to non-traditional students will provide them with the necessary means of support from their peers.

Recently, the Serve On Student Veterans of America campaign partnered with the newly elected ASUN President Brandon Boone and ASUN Vice President Jake Springmeyer who both vowed to be at the forefront of change for the needs and wants of student veterans. We hope to see that the administration at the University continues to increase the support and networks for these deserving individuals.

Sincerely,

-

**Serve On Student Veterans of America team
2016 PRSSA Bateman Case Study Competition**

President Marc Johnson email newsletter to university faculty and administration, following our letter:

Dear Colleague,

Diversity is at the core of our educational mission as a University. By creating opportunities for student learning that are directly related to a campus environment that values diversity, equity and inclusion, we become a better University – one that **respects, supports and values all members of its diverse learning community**. We are currently building a foundation that entails planning and programming that will help ensure that diversity, inclusivity and equity are woven into the life of our campus.

Here are three important news items that relate to our goal of recognizing a diverse campus: Recently, I formed a Diversity Council, consisting of many offices that work on these important issues. Chaired by Chief Diversity Officer Patricia Richard, the Diversity Council's tasks will include standardizing operating procedures, recommending training and educational programming, coordinating and promoting activities, and assessing the success of current programs and strategies. The Diversity Council consists of:

Susie Askew – Director of International Students and Scholars;
Denise Cordova – Director of Equal Opportunity and Title IX;
Terina Caserto – Director of Veterans Services;
Rita Escher – Director of Academic and Opportunity Support Services (Trio-McNair-Upward Bound);
Mariluz Garcia – Director of Dean's Future Scholars Program;
Jennifer Grogan – Manager of Faculty Recruitment, Human Resources;
Blane Harding – Director of the Center for Student Cultural Diversity (The Center – Every Student, Every Story);
Jen Hill – Director of Gender, Race, and Identity Program;
Marcelo Vazquez – Associate Dean of Students;
Mary Zabel – Director of the Disability Resource Center;
Lana Reeves – Staff Employees Council;
Representative from Faculty Senate to be named soon;
Representative of the University of Nevada School of Medicine to be named soon;
KaPreace Young – Director of Diversity and Inclusion, ASUN;
Veronica Zepeda – Graduate School.

This is an exciting time for our University, as we work toward our goal of becoming a high-impact, high-quality research university. The commitment we make today will enable our students, faculty and faculty colleagues to flourish professionally and personally; the richness of our peoples' backgrounds, talents, experiences and ideas will make us a better University. Creating a diverse campus culture gives us greater breadth, depth and quality not only in teaching and research, but also in an equally important part of our mission – finding understanding and common purpose through the sharing of the human experience.

Sincerely,

Marc



What we did: Invited student veterans from the Northern Nevada area to participate in the All Greek Networking Night at UNR.

Why we did it: The University of Nevada, Reno fraternity and sorority life was hosting their Greek Week during the time of implementation. During the week they have an All Greek Networking night where they invite students in the greek community and business leaders. With our partnership, Northern Nevada student veterans were invited to participate. Overall there were 1,000 students, 200 employers and 20 student veterans who participated.

What we did: There were over 100 different service locations spanning from local parks, the Nevada SPCA and other non profit organizations. Student veterans and fraternity and sorority life members were assigned to specific locations to volunteer.

Why we did: Greeks in the Streets is a fraternity and sorority life community wide service event held once a year. Since student veterans value giving back to their community through community service.



What we did: We tabled in front of the student union and encouraged students to paint and place their hands on a sign that we framed and donated for the Pennington Student Achievement Center Donor Opening. The sign stated “these are the hands that support you as you Serve On after the military.”

Why we did it: We wanted to commemorate the opening of the Nevada Military Support Alliance Veterans’ and Military Center and give a donation that will symbolize bridging the gap between student veterans and their traditional student peers.



What we did: Partnered with NBA affiliate Reno Bighorns game.

Why we did it: Partnering with the Reno Bighorns game allowed us to reach a wider and receptive audience in starting conversation about student veterans. We used this opportunity to pass out Serve On SVA buttons and to engage the audience in sending Serve On salutes with the Serve On SVA geofilter that reinforced the nature of our grassroots campaign.



PARTNERSHIPS

“It’s fantastic to see the traditional students at the University of Nevada leading the charge to assist student veterans.” - University of Nevada Alumni Association Veterans Alumni Chapter

What we did: We partnered with two candidates for the Associated Students of the University of Nevada, Reno election.

Why we did it: Our university was in the middle of the elections for the new President and Vice President to represent the student body. Candidates Brandon Boone and Jacob Springmeyer had a big following going into the elections. We decided to partner with the duo to spread our message about the needs of non-traditional students—specific to student veterans—throughout campus. We assisted the candidates in creating a platform surrounding student veteran and non-traditional student needs. This engagement helped encourage faculty and administration to lead the movement to get priority registration for student veterans, more career driven programming and encourage faculty and administration to take part in the VetSMART program.



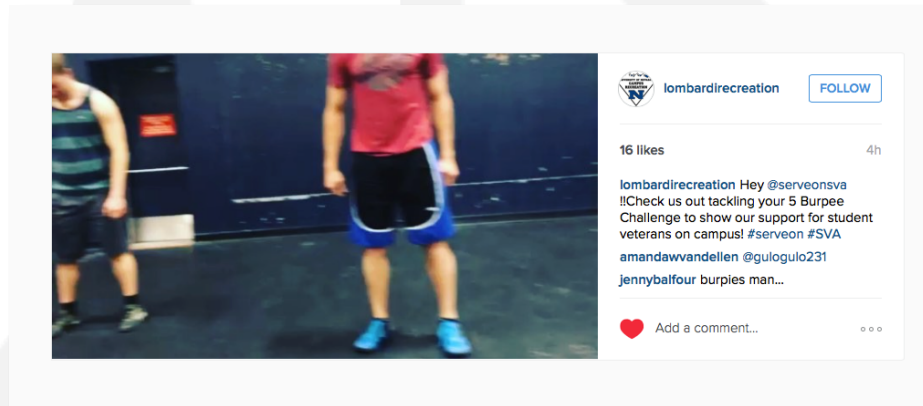
What we did: Partnered with the fraternity and sorority life community.

Why we did it: The fraternity and sorority life community is 12 percent (2,000) of the undergraduate community and encompasses the Panhellenic council, Interfraternity council and Multicultural Greek council. The majority of the student government at University of Nevada, Reno are members of fraternity and sorority life and we knew that in order to create change for student veterans we needed to target student leaders.



What we did: Partnered with Veterans Services to gain information surrounding the current resources and community issues.

Why we did it: Partnering with the Veteran Services Office helped us understand the student veterans culture and their priorities as a service. We found that they valued getting student veterans priority registration due to their non-traditional lifestyle.



What we did: Challenged the university Lombardi Recreation center CrossFit classes to do the Serve On challenge. The Serve On Challenge encouraged CrossFit classes to do 5 burpees in honor of the 5 branches of the military.

Why we did it: To create more awareness on campus from diverse groups about student veterans. This is a fun way to integrate fitness which is something that traditional students on the university campus value while spreading the message to Serve On for student veterans.

SOCIAL MEDIA



What we did: Used social media including Twitter, Instagram, Facebook and Snapchat to reach our student target audience.

Why we did it: Based on our research, we found out that most of the information that our target audience received came from social media. We used these outlets to engage and create a dialogue of student veterans' wants and needs and to provide information of upcoming events and facts about student veterans. We created individual Facebook, Twitter, Instagram and Snapchat accounts for Serve On Student Veterans of America.



TRADITIONAL MEDIA

What we did: Account Executive Lindsay Honaker and Student Veteran Ryan Coverdell were interviewed on the Kiki and Kel Show at the university radio station, Wolf Pack Radio.

Why we did it: Wolf Pack radio is the widely known radio station among college students for the university. The Bateman team explained the competition, student veterans, Public Relations Student Society of America and promoted the Reno Bighorns event happening the following Friday.



Research Finds Student Veterans Are Often Misunderstood

How to get jobs for veterans and helping them prepare for the workforce is central to a campaign by students in the Reynolds School at the University of Nevada, Reno. Five students have done extensive research and identified that the way student veterans view themselves is often in much different to how other students see them.

These perceptions makes doing what they were trained to do, difficult.

The research finds that student veterans want to "Serve On," which is central to a new local campaign designed by local UNR students to improve the opportunities for these nontraditional students.

The findings of the research is part of the Serve On Student Veterans of America campaign which through a national competition is working to raise awareness and create dialogue about the importance of non-traditional students at the University of Nevada, Reno.

"Veterans either get labeled fairly or unfairly as hero," said Ryan Gerchman a UNR student veteran. "A lot of students feel like veterans are victims or broken." These contrasting perceptions often make it harder for student veterans to integrate themselves with other students and they don't build the necessary skills to actively find jobs after college, the research uncovered.

What we did: Pitched a story to the Northern Nevada Business Weekly magazine.

Why we did it: Our team pitched a story for the Northern Nevada Business Weekly magazine in order to reach the employer audience. Since employers are a part of the tertiary audience, we aimed to reach out to them through this magazine. Even though we ended up not getting the article published, we reached out to other employers using grassroots tactics.

What we did: Sent press releases to local media surrounding the student veterans being honored at the Reno Bighorns game.

Why we did it: The press release was sent in hopes of gaining press surrounding student veterans being honored at the Reno Bighorns game. We likely did not receive media attention because the media was heavily focused on the political caucus happening in Nevada that week.



SERVE ON

FOR IMMEDIATE RELEASE

Student Veterans Honored at the Bighorns Game

Serve On Student Veterans of America continue to honor Student Veterans

RENO, Nev. (Feb. 26, 2016) — Student Veterans of America and the Reno Bighorns team up for a fun night of basketball this Saturday, Feb. 27th as the Reno community learns how to 'Serve On' by increasing awareness, support and networks for Student Veterans in the Northern Nevada Community.

To participate in the Serve On movement visit the Serve On Student Veterans of America table at the game and follow [serveonsva](#) on Snapchat, Twitter, Instagram and Facebook. Use the Serve On geofilter on Snapchat to salute student veterans and recognize them for their current achievements as well as identify a strong networking support system to help them succeed in and outside of the classroom.

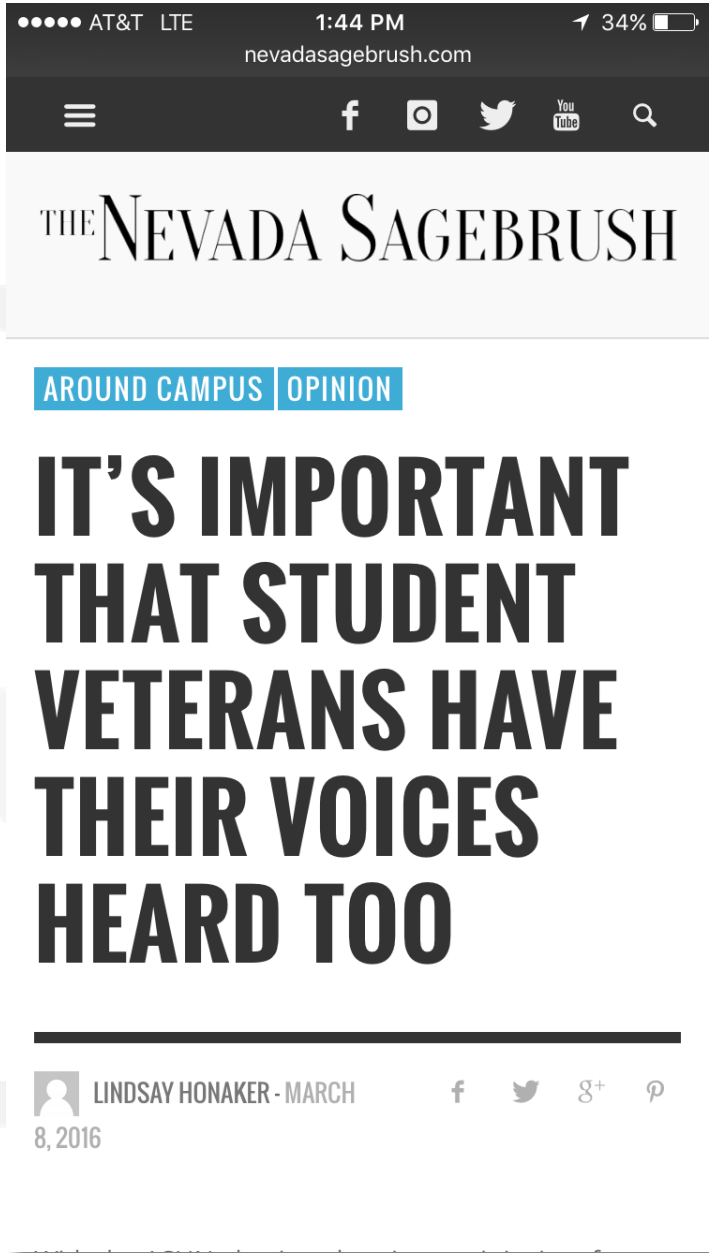
The Serve on movement comes from the momentum of the Bateman Case Study Competition, which is the Public Relations Student Society of America's premier national case study competition for public relations students. Teams all around the nation are challenged to research, plan, implement and evaluate a comprehensive public relations campaign. This year the goal of the competition is to increase awareness on college campuses and in communities about veterans who are students around the globe, as well as increasing the support and networks for these deserving individuals. The University of Nevada, Reno Bateman team is dedicated to bringing recognition and appreciation to the University and Reno student veteran community.

About Student Veterans of America:

About Student Veterans of America SVA is a 501(c)(3) nonprofit coalition of 1200+ student veteran organizations representing 440,000 veterans in higher education. SVA's mission is to provide military veterans with the resources, support and advocacy to ease veteran and active military students' transition into higher education and leverage military experience to launch successful careers in high-demand fields. For more information, visit us at www.studentveterans.org and follow us on Twitter [@studentvets](#).

Media Contact:

Lindsay Honaker
ServeonSVA@gmail.com
(916) 934-6999



What we did: Wrote, pitched and secured a OPED for the university newspaper the Nevada Sagebrush.

Why we did it: The Nevada Sagebrush, an award winning college newspaper, is published online and students can pick up a copy of the publication in nearly every building on campus. The article provided our team with an opportunity to share our campaign with our student body, specifically focusing on priority registration, the importance of VetSMART and career driven programming for student veterans on our campus.

Sagebrush Article:

With the ASUN elections heating up, it is time for student leaders to hear the voices of all students on campus. Non-traditional students play an active part in the Nevada community; they sometimes fade into the background of student life because they have different priorities than their millennial student peers.

The Serve On Student Veterans of America campaign, is working to raise awareness and create dialogue about the importance of non-traditional students such as student veterans at the University of Nevada, Reno, through a national competition.

The university is one of the top military-friendly schools, paving the way for resources and tending to the wants and needs of non-traditional student veterans.

When I was a little girl my mom would make me go up to men and women in military uniform and say, "Thank you for your service," to show appreciation and support for those who fight for our country. But research shows this isn't exactly what student veterans at the university want from their student and administrative peers.

The student-run campaign found that student veterans want to be recognized for continued service in their families, in their education and in their community. This reaches the very heart of the Serve On movement.

If we serve on as a university community and listen to the needs of student veterans, we will find that priority registration, VetSMART and career programming are at the forefront of what student veterans want to see from their administration and student leaders.

The university is one of the only colleges in Nevada that does not have priority registration for student veterans. Student veterans tend to be older with families and jobs, so having priority registration will greatly benefit them due to the time constraints and GI Bill. The GI Bill pays for their education, and if student veterans are unable to get four classes that pertain to their major their GI Bill is reduced. The GI Bill has provided an education for 14 Nobel Prize winners, three Supreme Court justices, three presidents, a dozen senators and two dozen Pulitzer Prize winners. Having priority registration will allow student veterans to impact the economy faster than a typical student.

VetSMART's Veteran Services Office and VITAL Initiative's program strive to inform faculty and staff at the university so that they better understand the veteran and military culture in the community. Currently there are only 72 faculty members at the university who have been trained regarding student veterans, a small number that seemingly calls for more faculty to know about VetSMART and the benefits that it will have on the student veteran community.

Career programming is the main interest for student veterans on the university campus. During their time in college, student veterans would appreciate different networking events that can increase their ability to get a job in the future. Networking and career fairs specific to non-traditional students will provide them with the necessary means of support from their peers.

The Serve On campaign, which strives to increase awareness on UNR's campus and in the Reno community about student veterans, as well as increase the support and networks for these deserving individuals, is a step in the right direction to making the voices of non-traditional students on campus feel like their voice is being heard.



UNR PR students and members of Student Veterans America participate in National Case Study Competition

The Bateman Case Study Competition is PRSSA's premier national case study competition for public relations students, and gives you an opportunity to apply your classroom education and internship experiences to create and implement a full public relations campaign.

"The competition is annually held by the Public Relations Student Society of America (PRSSA) with the broad goal of taking an organization's message and spreading it. This year the PRSSA has teamed up with Student Veterans of America (SVA)," adds Ryan Coverdell, UNR student and SVA member. "I am proud to say I am a member of both organizations."

PRSSA will challenge participants of the PRSSA 2016 Bateman Case Study Competition to raise awareness and spark local and national dialogue around the importance of education, in partnership with Student Veterans of America (SVA), The Plank Center for Leadership in Public Relations and Edelman.

UNR's SVA constantly seeks to improve the 9/11 GI Bill.

"Most recently they pushed to have all schools charge student veterans in-state tuition so that veterans could use their GI-Bill anywhere with less of a financial burden," Coverdell explains. "They also push for each school to have a Veteran Resource Center, somewhere veterans can not only hang out together but also get any info they need."

The UNR resource center is under development and with the "vast variety of issues veterans face," there are challenges on many fronts. Finding what problems pertain to our student veterans, what issues our community feels need the most attention are among SVA's challenge.

As described in the PRSSA website: "Over all, the competition which is typically referred to as the Bateman competition, is tasked with developing a plan that will help spread the SVA message. Right now we are in the research stage, searching for student veterans to fill out our surveys as well as reading past research material and data from organizations such as Gallup. The research will help us construct a solid plan that will hopefully put on some events or possibly even help other already planned events that in the end, will help student veterans.

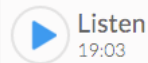
"The goals of this year's Bateman Competition are to increase awareness on college campuses and in communities about veterans who are students around the globe, as well as increasing the support and networks for these deserving individuals."

With new center, university elevates support for student vets

By DAVID STIPECH • FEB 29, 2016

SHARE

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Hear the KUNR interview: Marc Johnson, Terina Caserto and Gabe Kennedy discuss the new university center for student veterans. (Air date 2-26-16.)



President Marc Johnson (left) visits with Terina Caserto and Gabe Kennedy in the KUNR studios.

The University of Nevada, Reno's new William N. Pennington Student Achievement Center has just opened on campus. And one of the important services to be housed there is focused on support students who are also veterans and members of the U.S. Armed Forces.

What we did: After meeting with Veteran Services Office Director, she agreed to mention Student Veterans of America during her KUNR interview with President Marc Johnson and Student Veterans of America member Gabe Kennedy.

Why we did it: Due to our partnership with the Veteran Services Office, it seemed like the perfect opportunity to spread awareness of Student Veterans of America to President Marc Johnson, UNR's administration and other KUNR listeners.

BUDGET

PERSONAL BUDGET

WEBSITE DOMAIN NAME	\$16.99
SNAPCHAT GEO FILTER	\$31.76
SERVE ON BUTTONS	\$20.00
BBQ FOOD	\$26.07
SERVE ON POSTERBOARD	\$48.16
VETERANS CENTER PRINTER SIGN	\$35.00
PAINT	\$18.63
CLOROX WIPES	\$5.00
BOOSTED FACEBOOK POSTS	\$20.00
STOCK IMAGES	\$25.00
AMAZON GIFT CARD	\$50.00
TOTAL:	\$296.61

IN-KIND

WOLFSHOP GIFT BASKET	\$50.00
BIG HORN'S BASKETBALL TICKETS	\$160.00
BLIND ONION PIZZA	\$39.00
WHOLE FOODS COOKIES	\$12.00
SHARPIES	\$4.00
STARBUCKS	\$32.96
FRAME	\$50.00
SODA	\$8.60
PLATES	\$2.50
NAPKINS	\$2.68
FLASH DRIVES	\$36.00
UNIVERSITY PRINTING	\$110.00
FEDEX PACKAGING AND SHIPPING	\$150.00
TOTAL:	\$657.94

FLASH-DRIVE CONTENTS

ELECTRONIC COPY OF THE BOOK

FOCUS GROUP RECORDING

CAMPAIGN LAUNCH VIDEO

CAMPAIGN OVERVIEW VIDEO

STUDENT GOVERNMENT DEBATE

