

## Instructions for 2017 Military Spouse Friendly School® Press Release Template Available for Use Immediately (February 2017)

Congratulations on your Military Spouse Friendly School® designation for 2017! This template is available for your use when announcing your Military Friendly® status. Please follow our trademark and branding terms as described below, and contact our team with any questions.

Thank you for your cooperation and congratulations on earning the Military Friendly® designation!

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### Template Guidelines:

1. The yellow highlighted fields indicate places for your institution's name or information.
2. Schedule your personalized release using your PR and communications channels.
3. Make sure your release contains an active link to [MilitaryFriendly.com](http://MilitaryFriendly.com), which hosts the list of 2017 Military Spouse Friendly Schools®, along with Military Friendly® Schools, Employers, etc.
4. The logo for this designation is copied into the last page of this document below. Simply right-click on the file image to save to your desktop. You can then upload it and resize it for your organizations use.

### Terms for Use of Intellectual Property:

You may reference your institution as a "2017 Military Spouse Friendly School®".

Right-click the logo below to save or copy it:





## **[Your Institution] Named to Victory Media's 2017 Military Spouse Friendly Schools® List**

**CITY (DATE, 2017)** — [Your Institution] announced today that it has earned the 2017 Military Spouse Friendly School® designation by Victory Media, publisher of G.I. Jobs®, Military Spouse, Vetpreneur® and STEM Jobs<sup>SM</sup> resources. The annual companion list to Military Friendly® Schools recognizes those higher education institutions that actively recruit spouses of active duty service members and promote student retention and career development policies and programs that acknowledge and support the unique challenges of military life. This year's list features 100 institutions across ten categories, demonstrating the growing success among all sizes and types of post-secondary schools for tapping into this talented group of men and women.

"[Your Institution] is committed to actively recruiting and supporting military spouses, knowing first-hand that they bring a level of maturity, discipline, life experience and talent to the classroom." [Quote from school president, director of admissions/enrollment, director of military programs or other senior-level employee regarding your Institution's commitment to and/or the value and contributions of students with military experience.]

"Military spouses are expert problem-solvers. They thrive under pressure, and are highly educated and mobile," said Daniel Nichols, Chief Product Officer at Victory Media's Military Friendly® division. "Colleges and companies recognize these attributes and want to bring them on board. And, companies that employ both veterans and their spouses see even stronger retention and employee loyalty. Who better to train military spouses for successful careers than a Military Spouse Friendly School®?"

The latest Military Friendly® Schools survey included questions that not only evaluated whether a school's admissions, retention, career counseling and mentoring programs are better for veterans, but also whether they address concerns of military spouses and families, including flexible learning options and degree continuation to accommodate deployments and relocation.

Colleges earning the Military Spouse Friendly School® designation were evaluated using both public data sources and responses from Victory Media's proprietary survey.

[Your Institution] is featured along with the entire list of 2017 Military Spouse Friendly Schools® in the April issue of Military Spouse Magazine and on [militaryfriendly.com](http://militaryfriendly.com).

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**About [Your Institution]:**  
Your Boilerplate Here

### **About Military Friendly® and Victory Media:**

The Military Spouse Friendly Schools® and Military Friendly® Schools designation processes include extensive research and a data-driven survey of leading institutions nationwide. The survey, methodology, criteria and weightings are developed with the assistance of an independent advisory council of educators and employers, and tested by EY based upon the weightings and methodology established by Victory Media. The survey is administered for free. Criteria for consideration and recipients of the designation can be found at: <https://militaryfriendly.com>.

Founded in 2001, Victory Media is a service-disabled, veteran-owned small business (SDVOSB) that connects the military community to civilian employment, entrepreneurial and education opportunities through its G.I. Jobs®, Military Spouse, Vetpreneur®, STEM Jobs<sup>SM</sup> and Military Friendly® brands. Learn more at [www.victorymedia.com](http://www.victorymedia.com).

### **For additional information or to arrange interviews, contact:**

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