





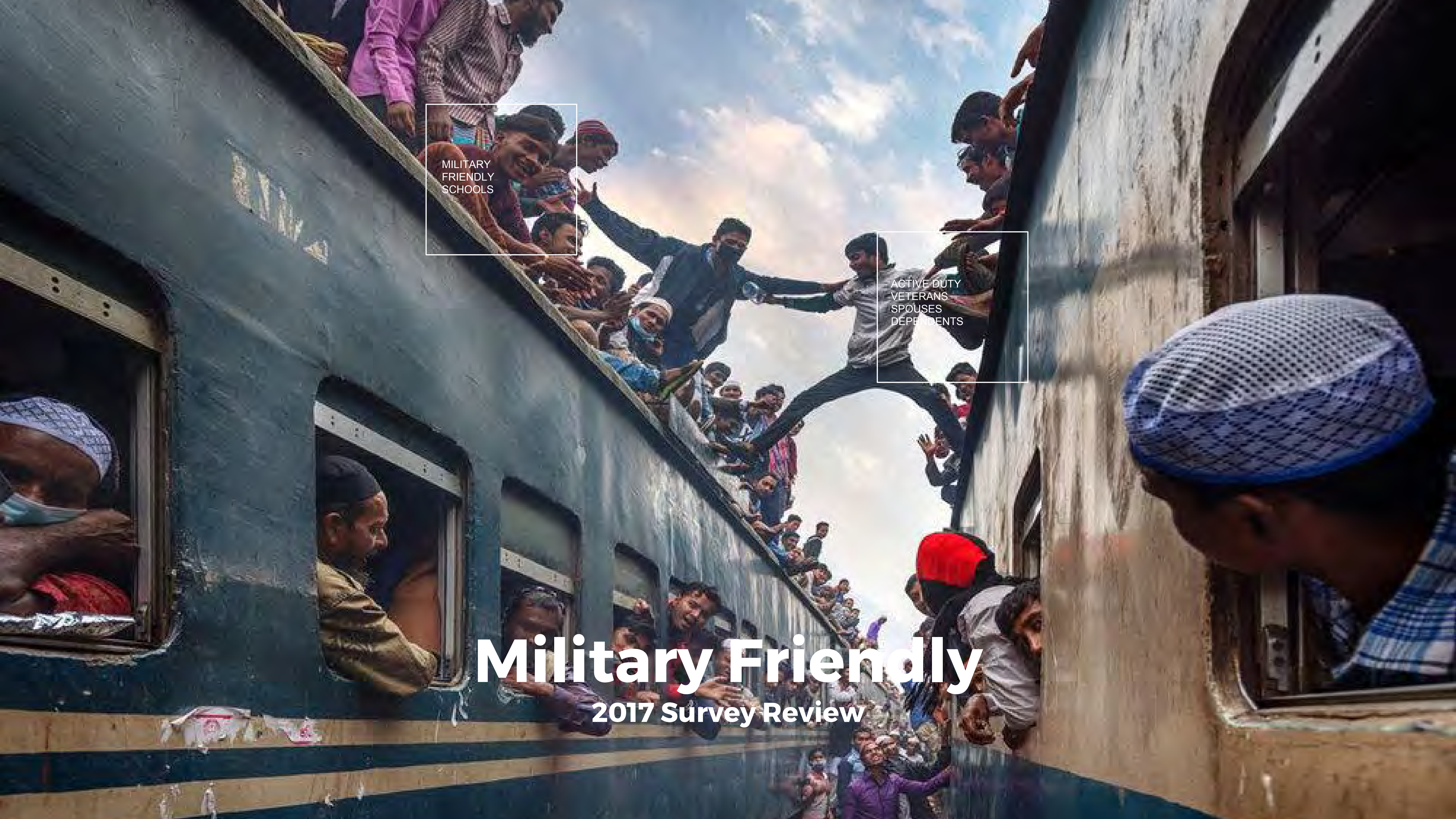
MILITARY FRIENDLY SCHOOLS 2018

2017 REVIEW

DESIGNATION

AWARDS

CHANGES AHEAD



MILITARY
FRIENDLY
SCHOOLS

ACTIVE DUTY
VETERANS
SPOUSES
DEPENDENTS

Military Friendly

2017 Survey Review



2017 SURVEY STATS:

Updated Methodology

15 PAGES

136 Questions

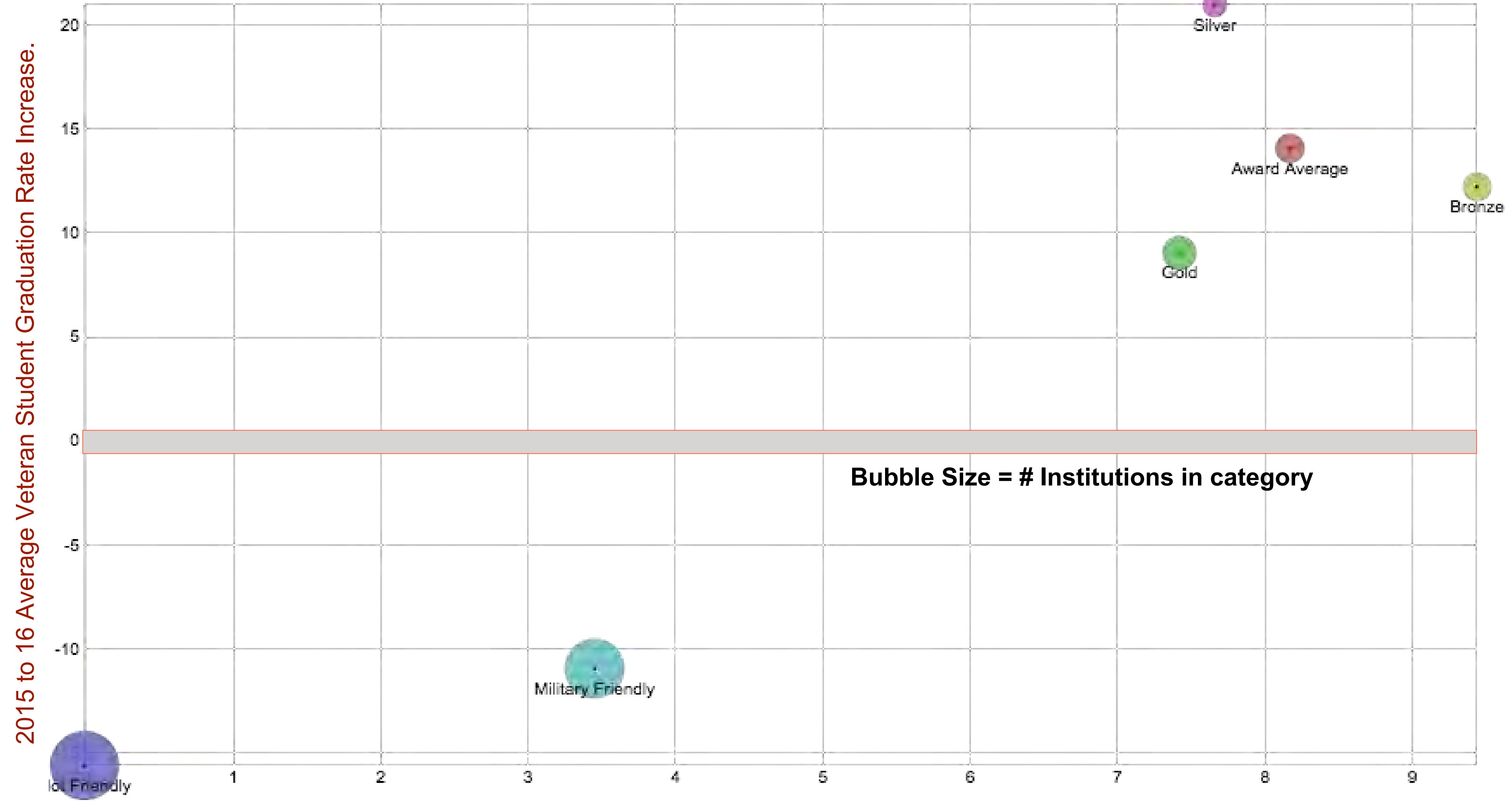
11 Hrs. Average Completion Time

71% Completion Rate

NEW Veteran Student Survey

Leading Indicators: Acquisition & Graduation

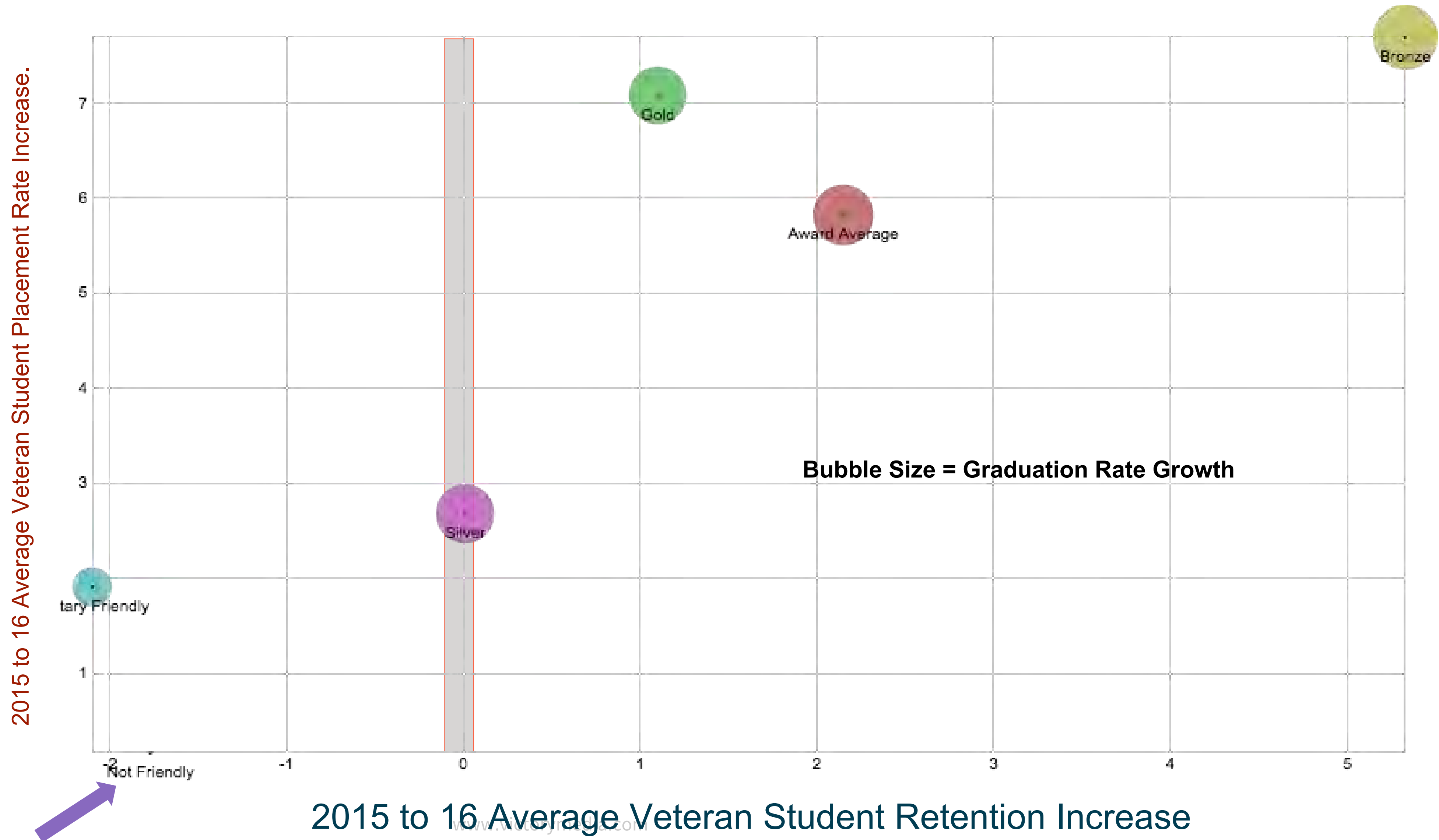
- Gold
- Silver
- Bronze
- Award Avg
- Military Friendly
- Not Military Friendly



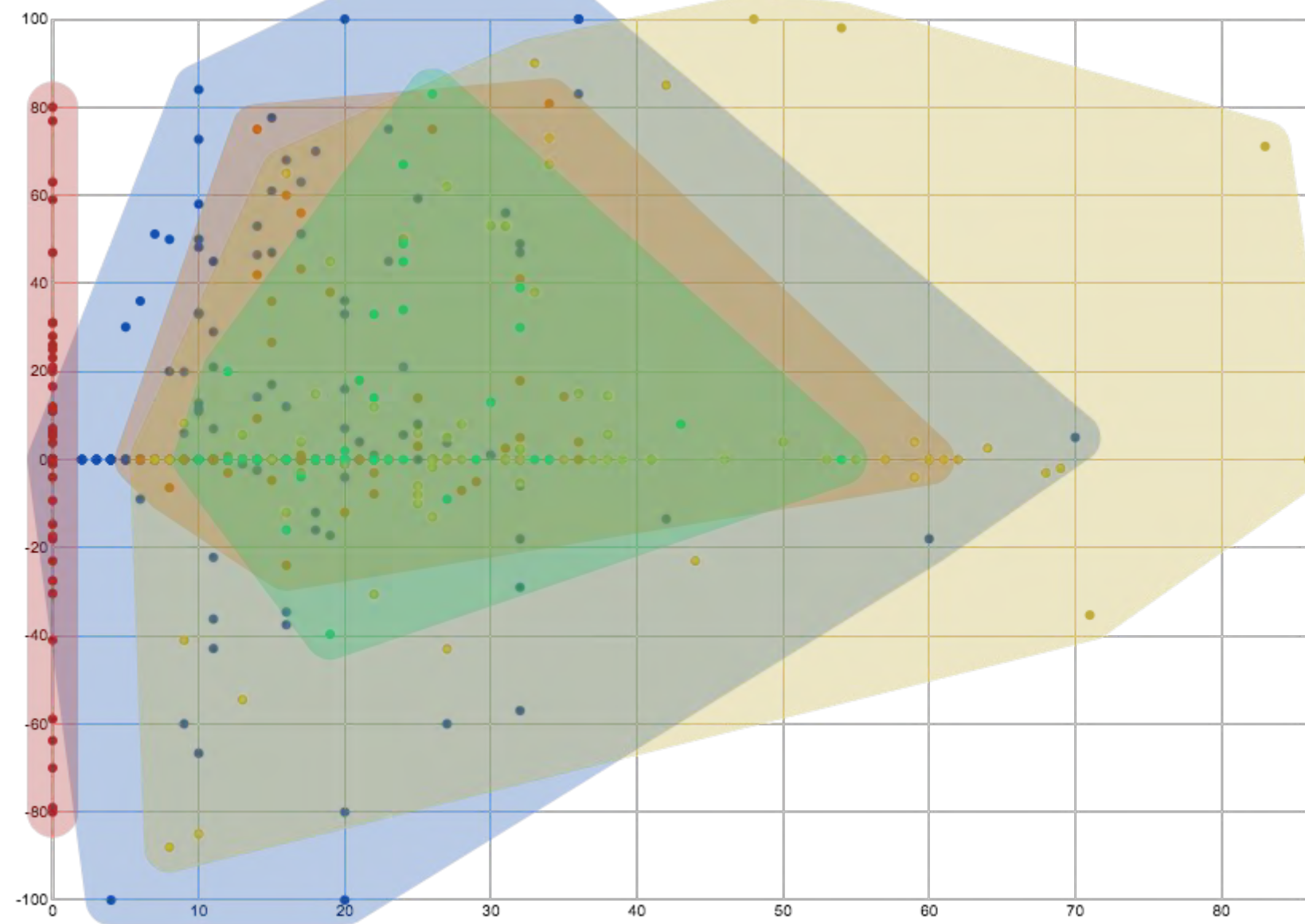
2015 to 16 Average Veteran Student Enrollment Increase

Trailing Indicators: Retention & Job Placement

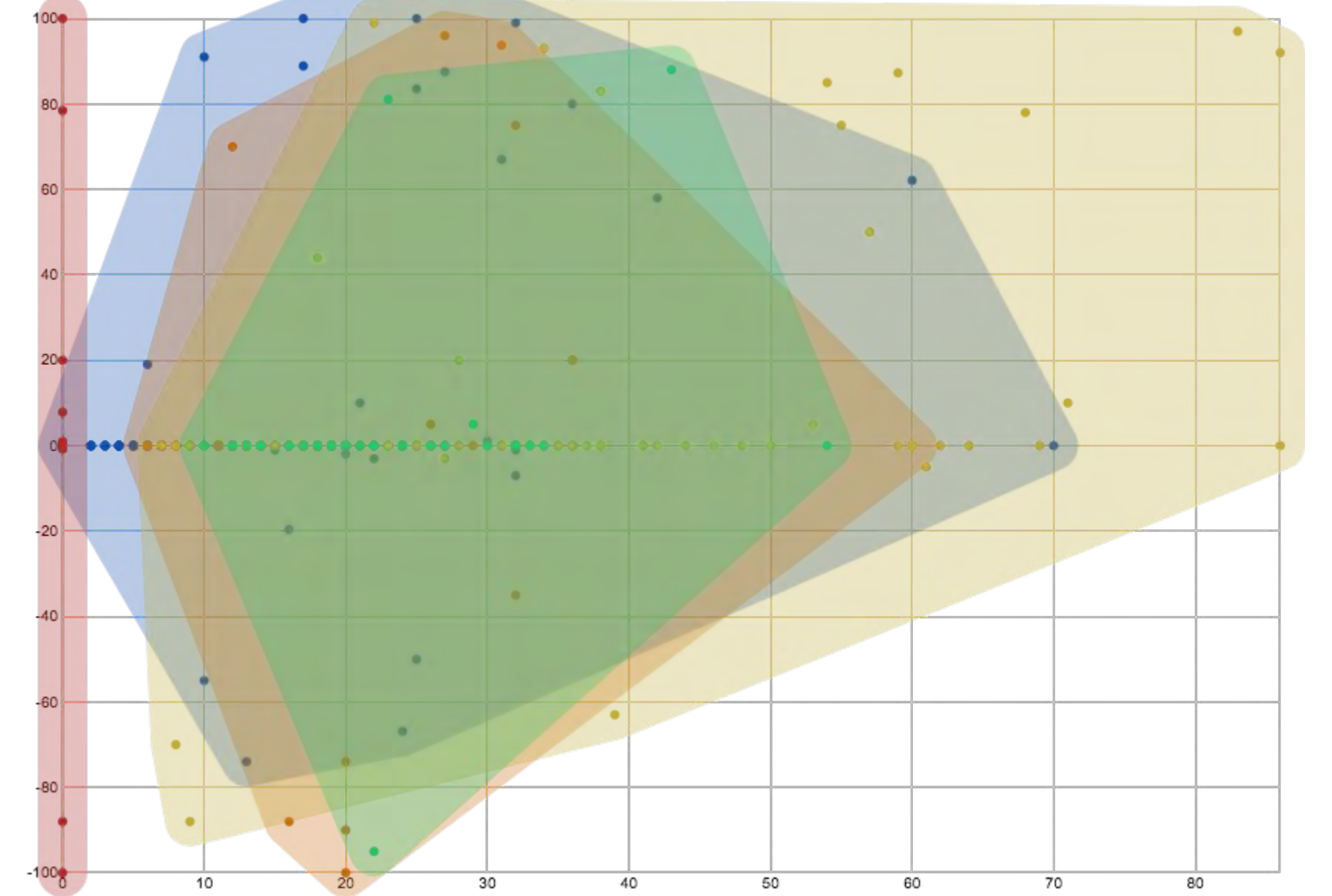
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Graduation & Career: YoY Military Graduation Increase

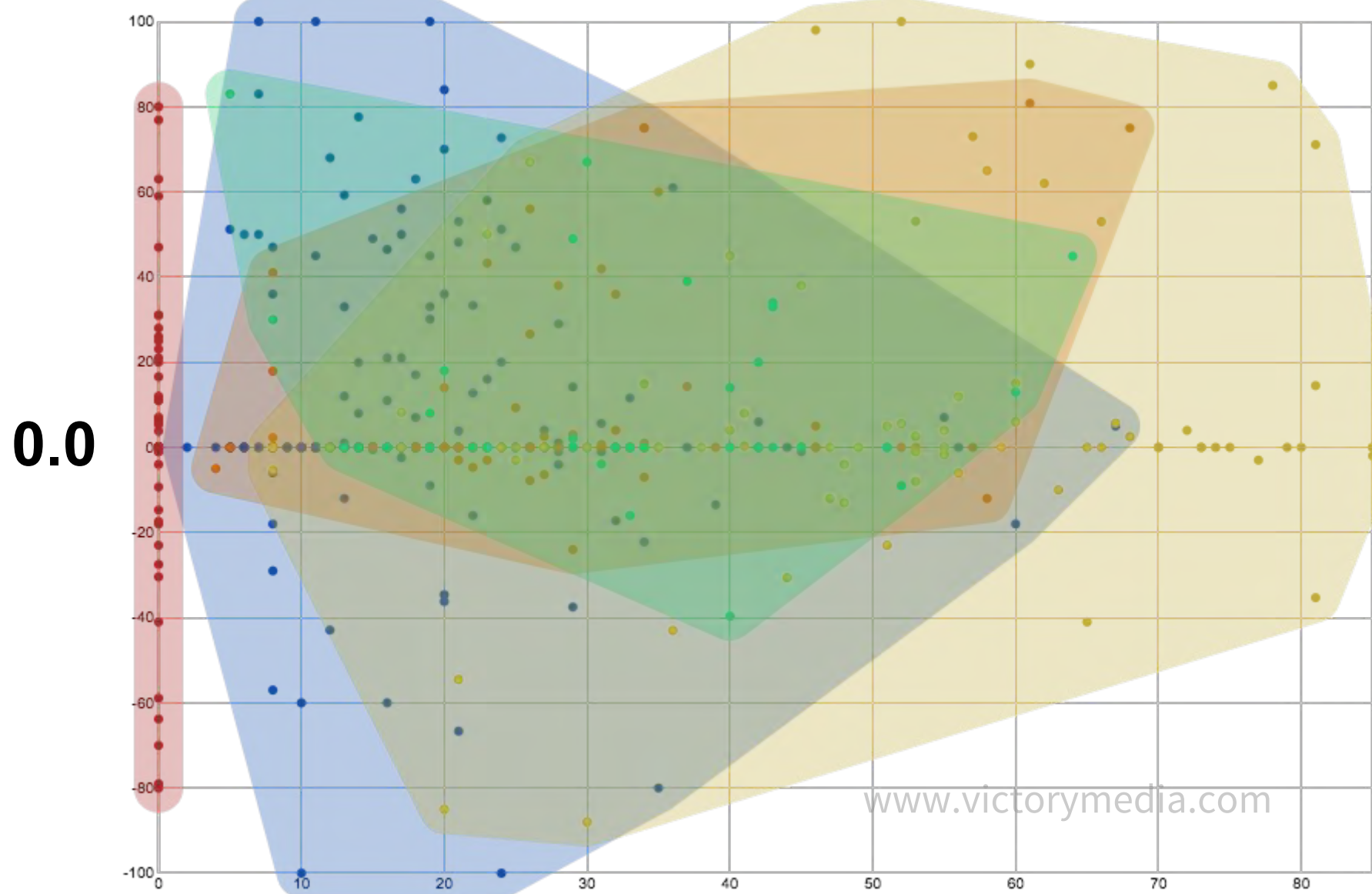


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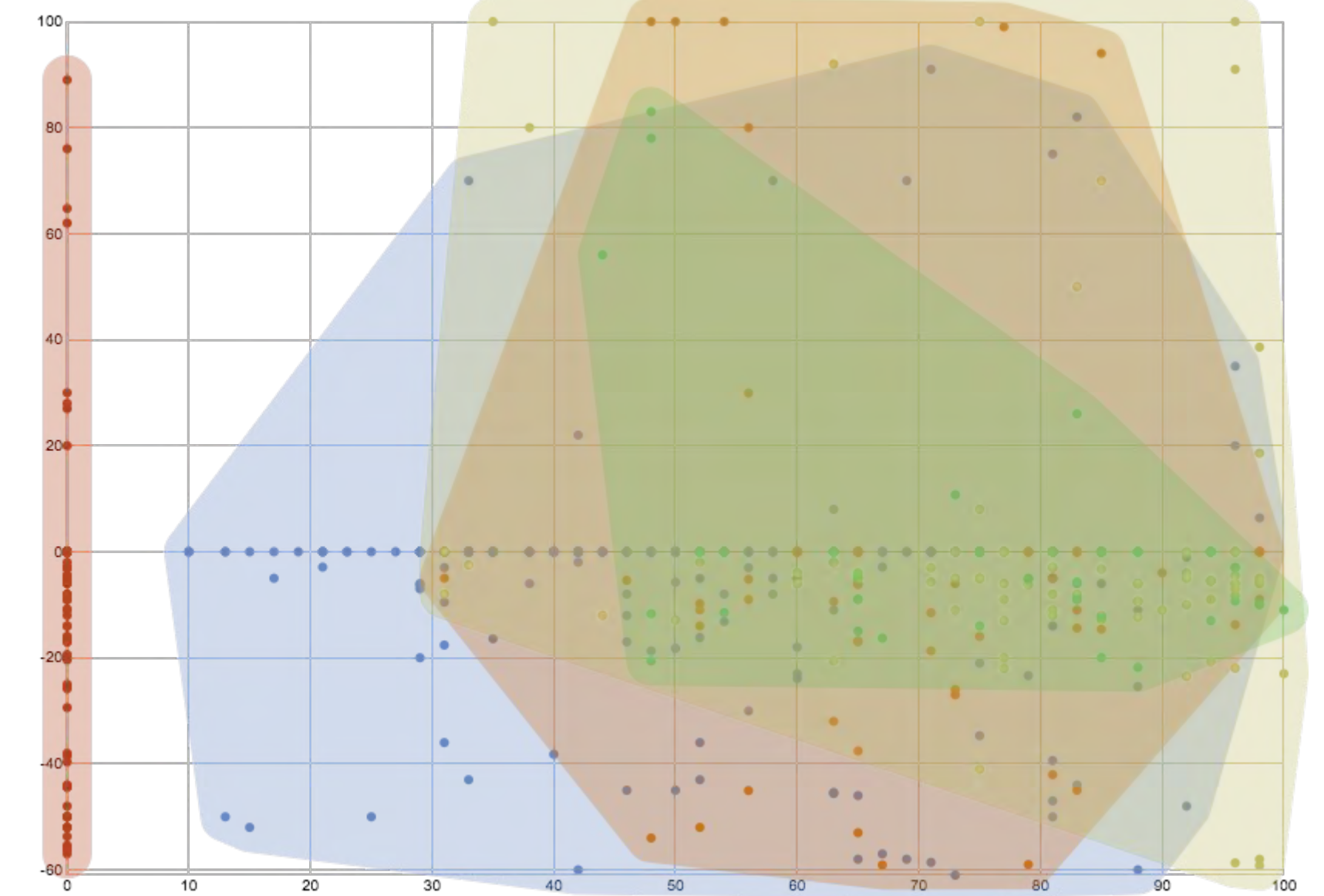


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Veteran Student Supports: YoY Military Graduation Increase



Culture & Commitment: YoY Military Retention Increase



Item Score

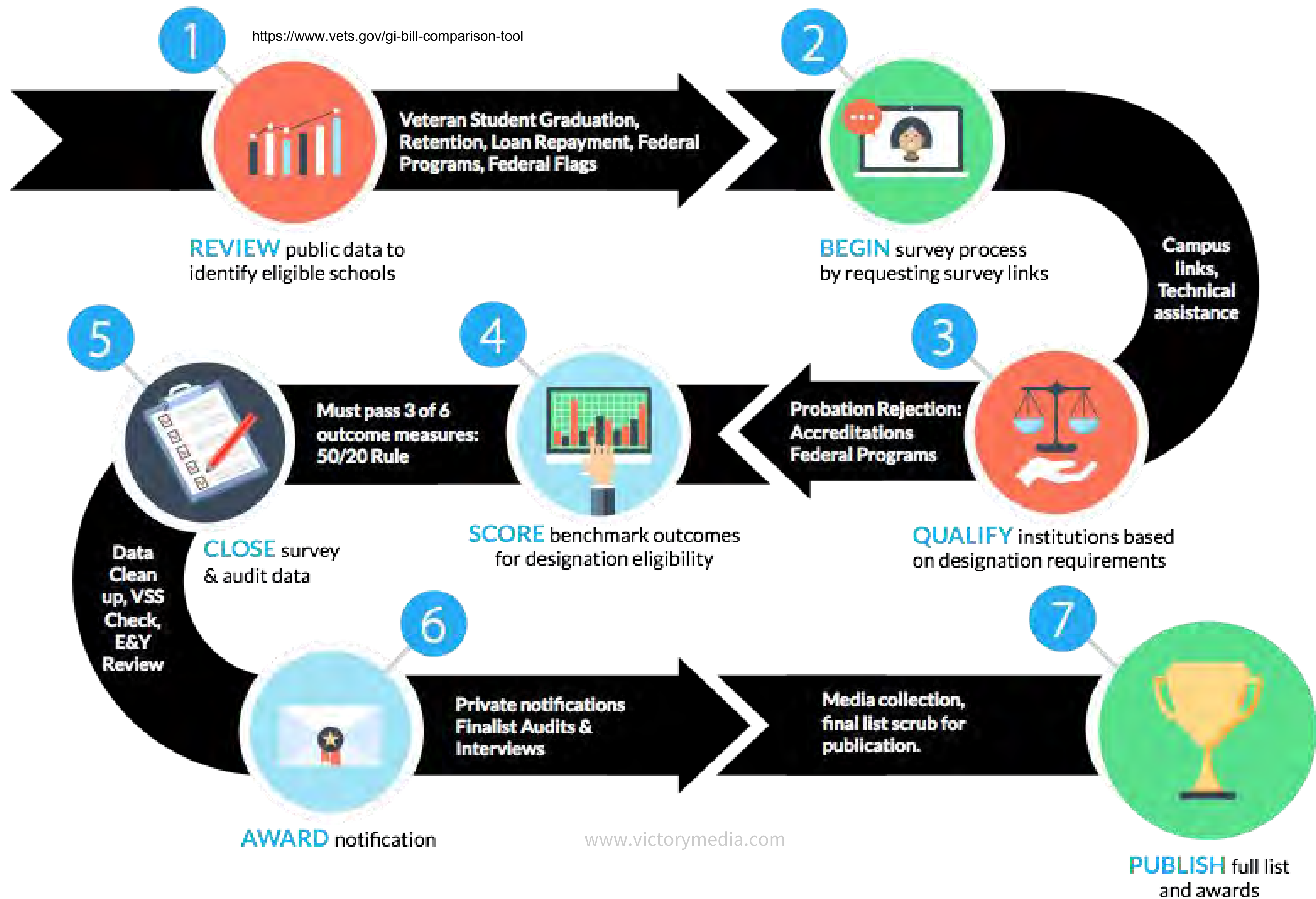
15-16 Rate Increase



Military Friendly

Designation & Methodology

Military Friendly Process



Accreditation, Federal Flag & Veteran Complaints Check

<https://www.vets.gov/gi-bill-comparison-tool>

How many of the following criteria does the school meet?

- ✓ Graduation rate for all students or veteran students alone is 50% or higher
- ✓ 1 year retention rate for all students or veteran students alone is 50% or higher
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- ✓ Loan default rate for all students or veteran students alone is 20% or lower
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**THREE
OR MORE**

How many of the following federal programs are in good standing at the school?

- ✓ Post 9/11 GI Bill
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- ✓ VetSuccess on Campus (VSOC) Program
- ✓ Servicemembers Opportunity Colleges Network

**WITHIN
80%
Score of
Prior Year
Leader**

DESIGNATION

www.victorymedia.com



Military Friendly

Categoryzation & Awards

AWARD CLASSIFICATION

CARNEGIECLASSIFICATION.IU.EDU

Doctorate-granting Universities

Master's Colleges & Universities

Baccalaureate Colleges

Associates Colleges

Special Focus Institutions

Non Traditional Institutions


Online-only Programs

Public Institutions

Private Institutions

10,000 + || < 10,000

IPEDS CODE REQUIRED

- 
- A photograph of a person climbing a narrow, vertical crack in a dark, layered rock face. The climber is wearing a green helmet and a blue jacket. The background shows more of the rugged, brownish rock formation.
- **Top 10** – the best of the best!
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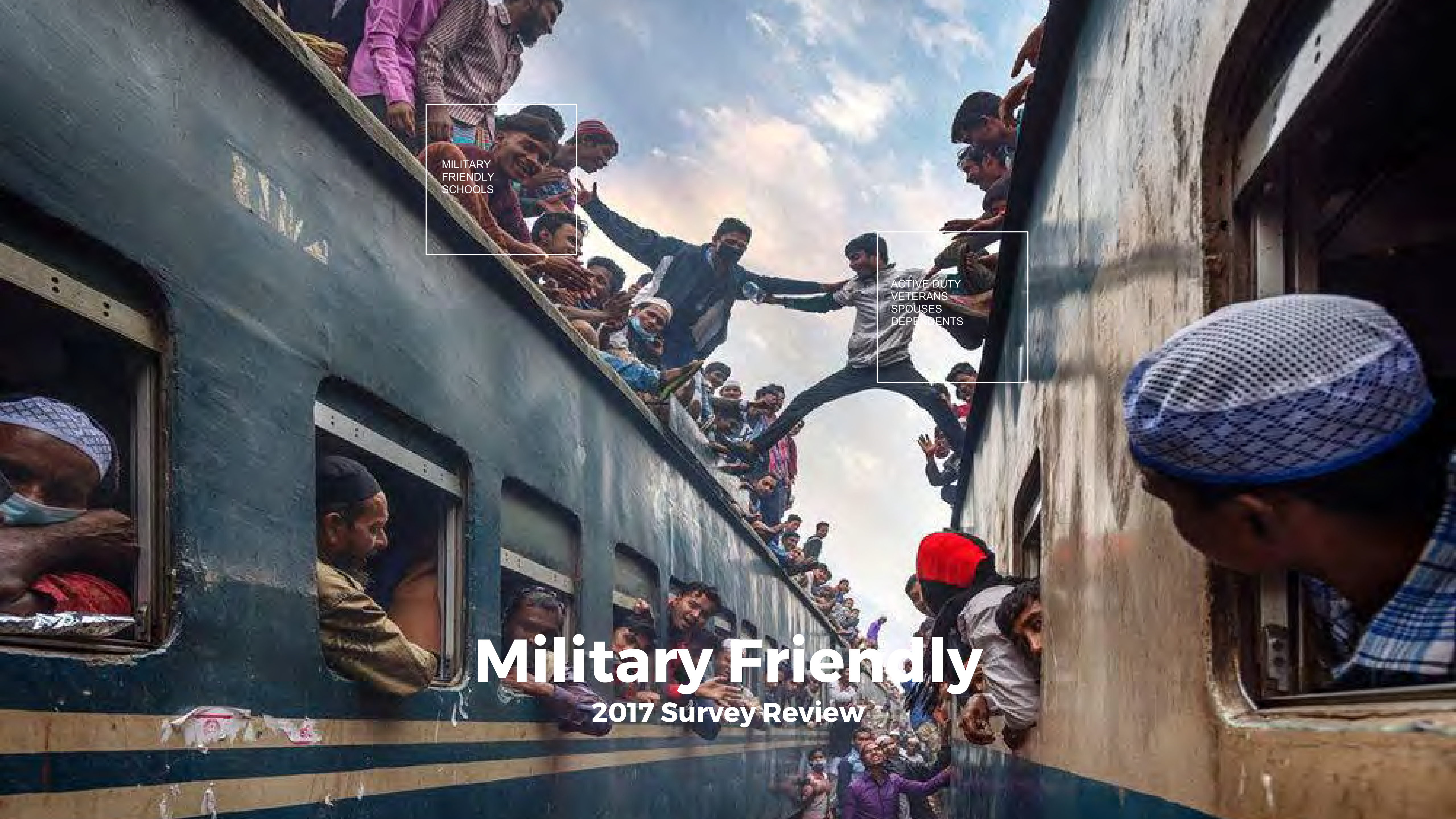
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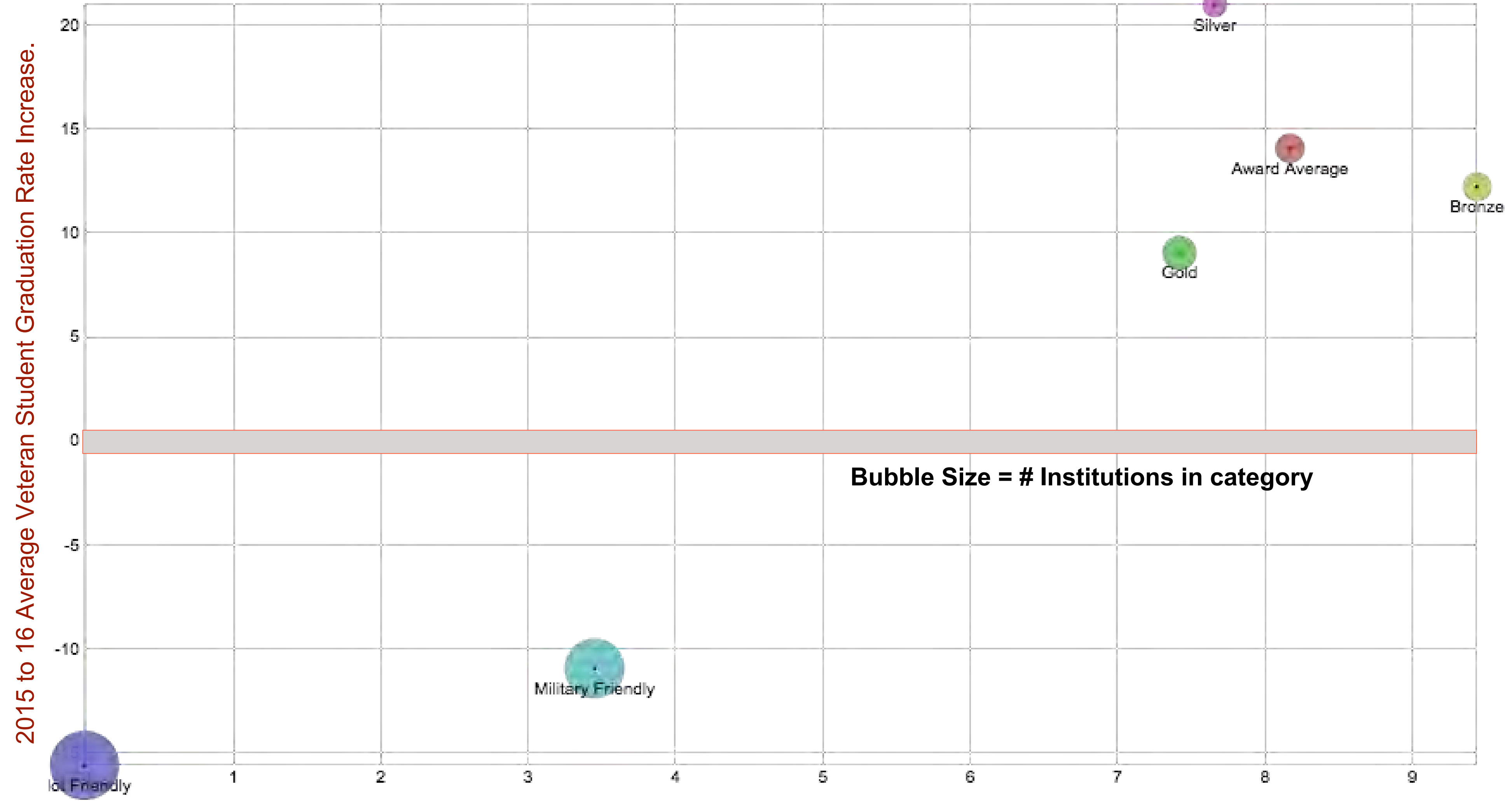
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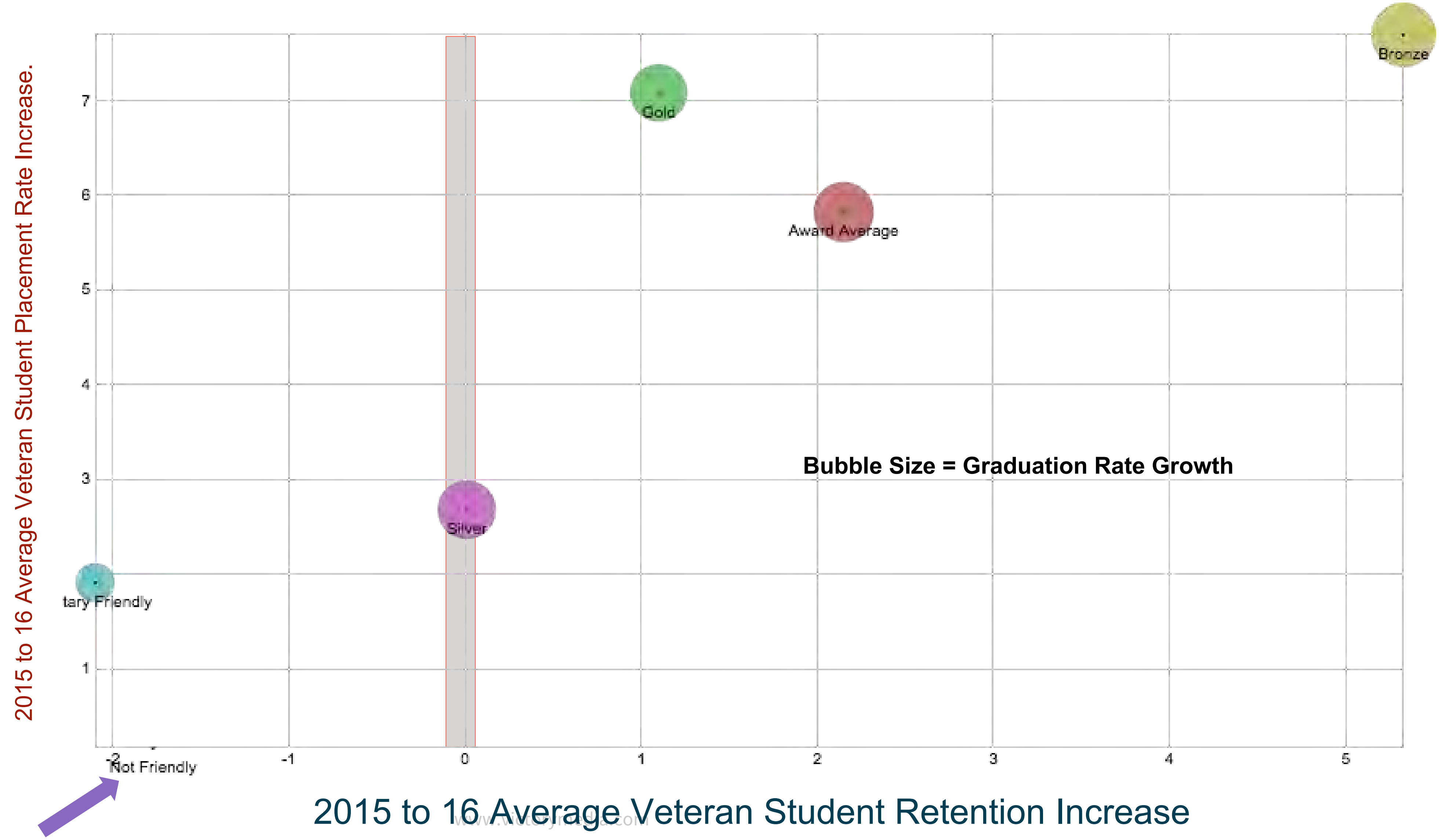
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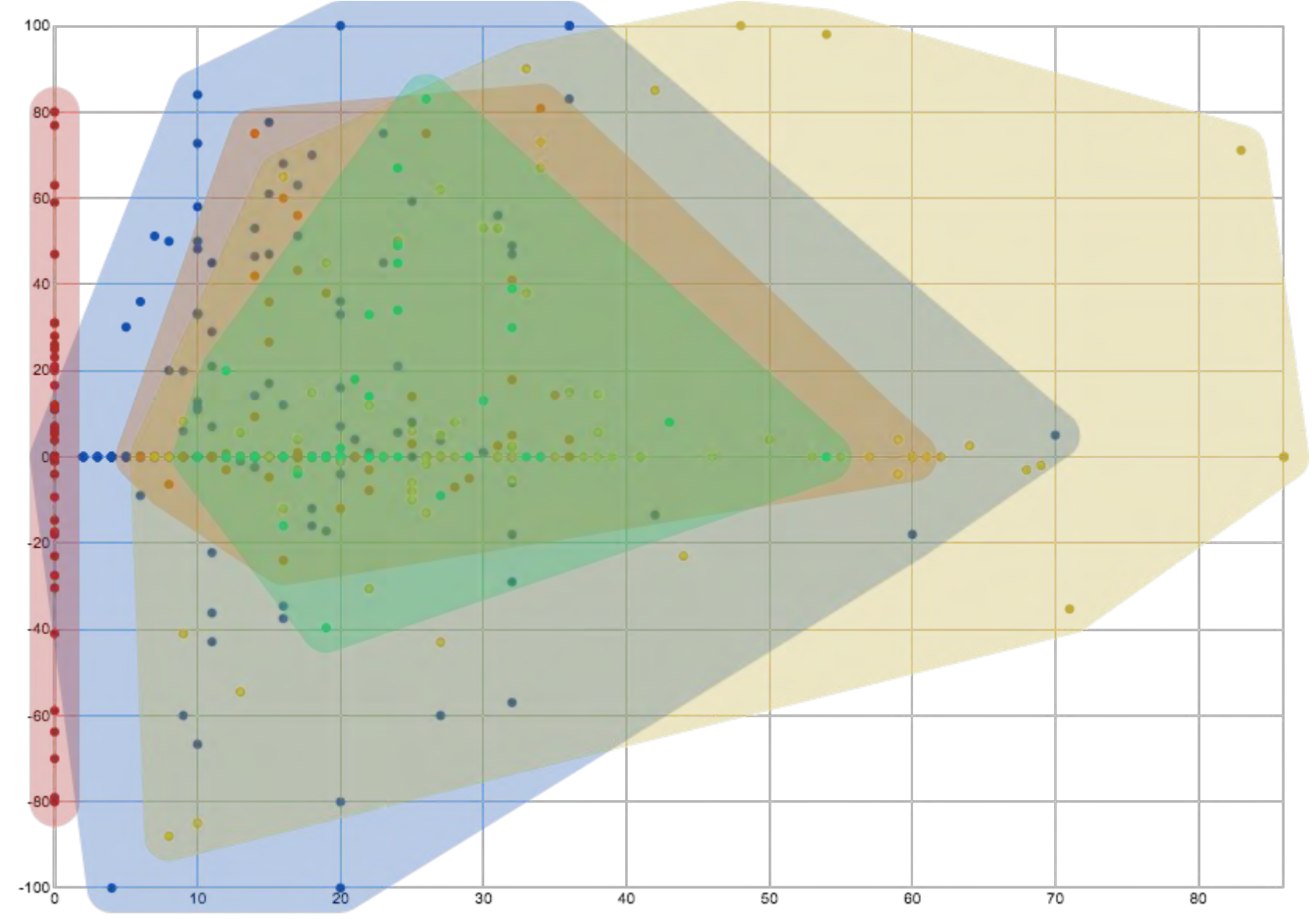
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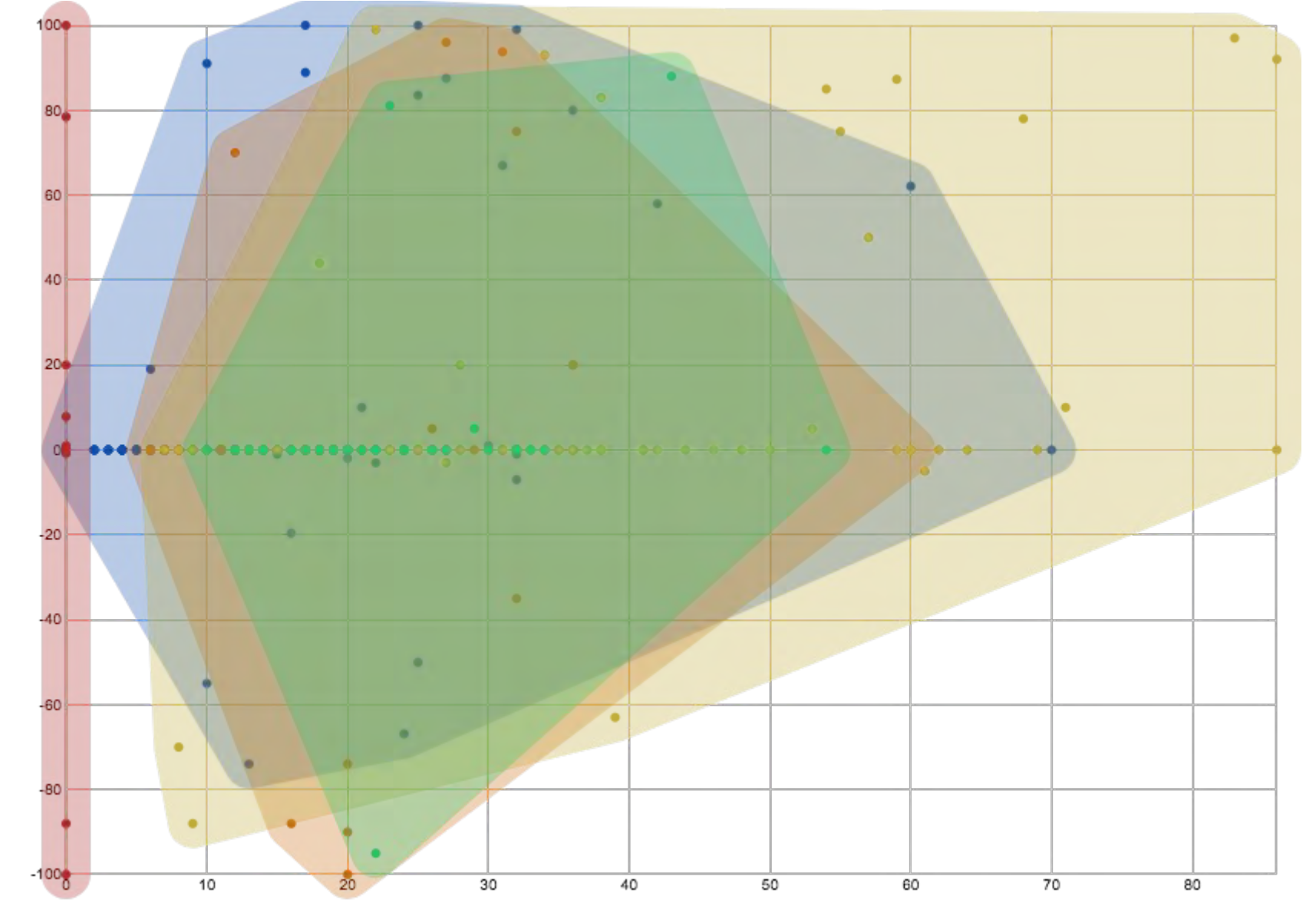
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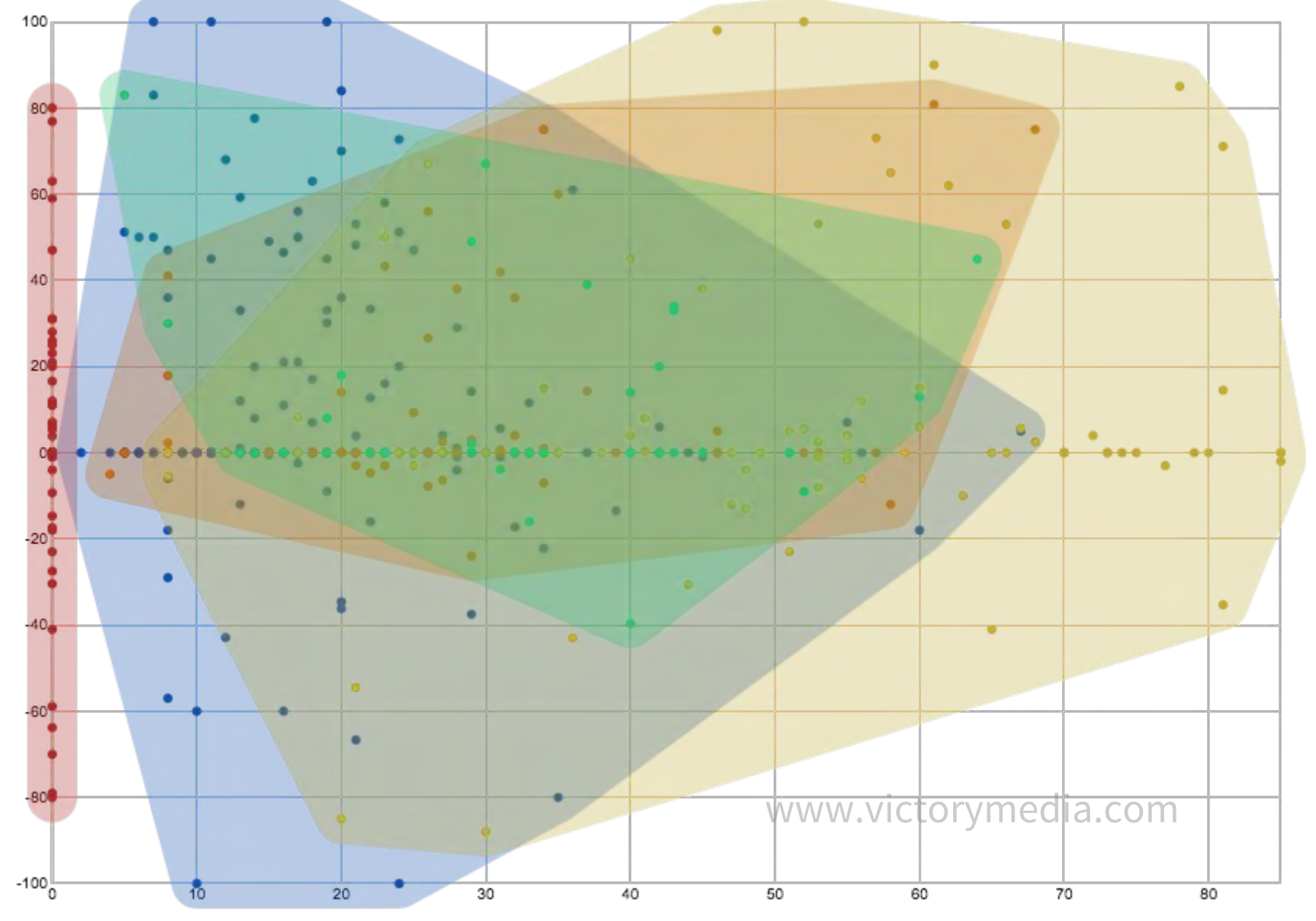


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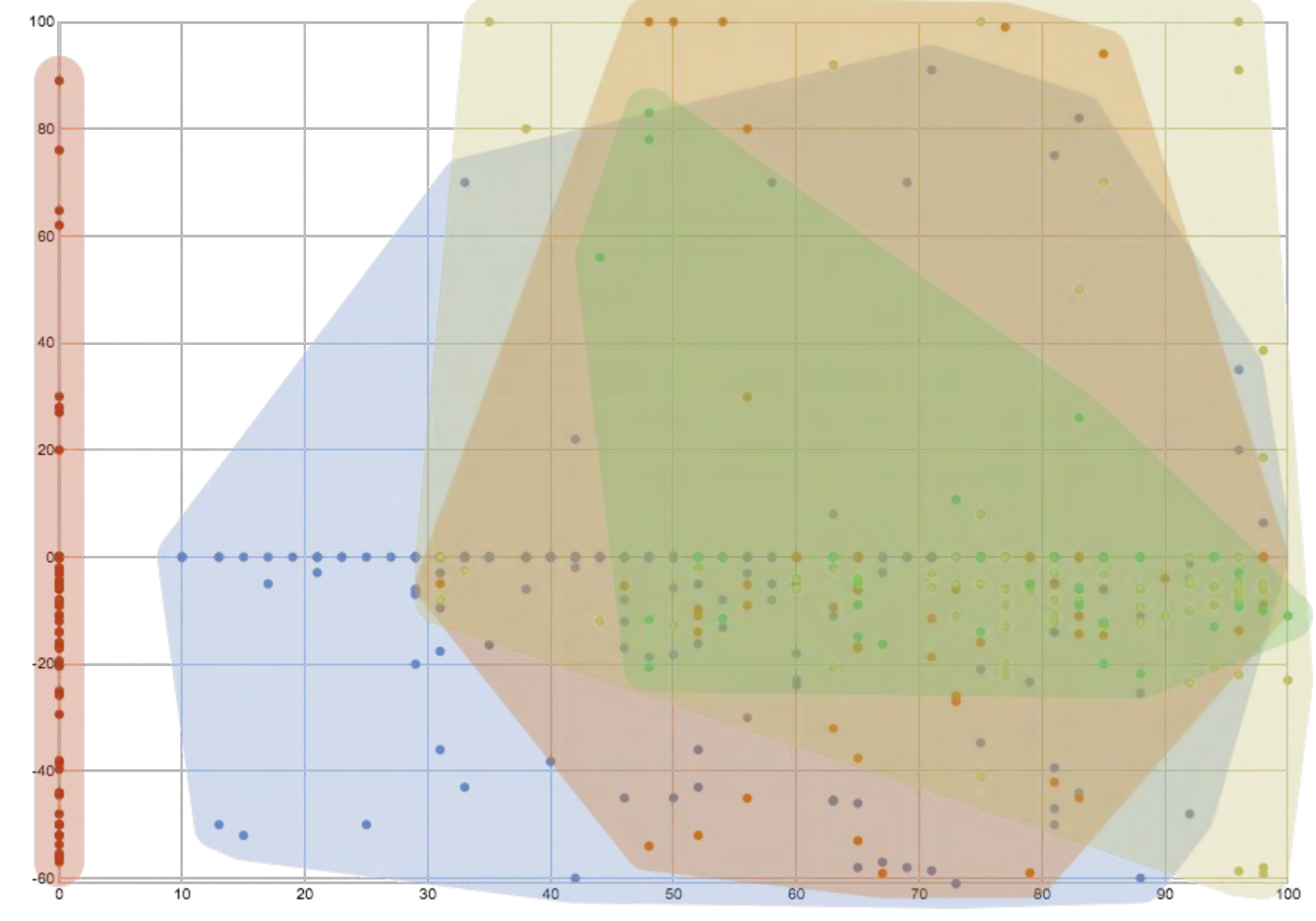


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15-16 Rate Increase →



Military Friendly

Designation & Methodology

Military Friendly Process

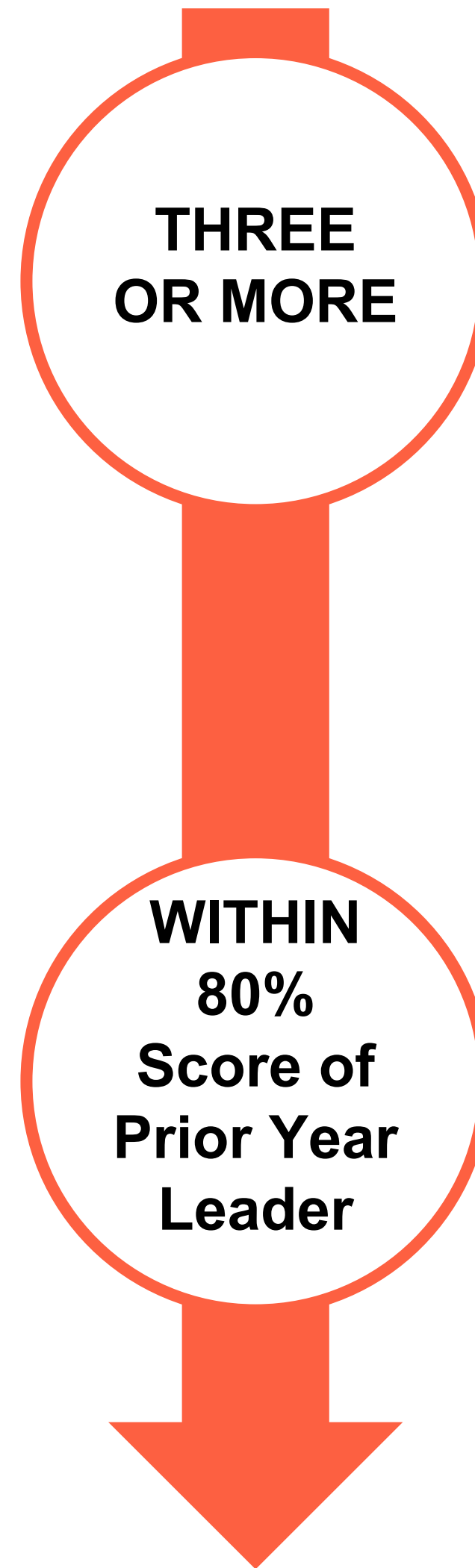


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Military Friendly

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Special Focus Institutions

Non Traditional Institutions


Online-only Programs

Public Institutions

Private Institutions

10,000 + || < 10,000

IPEDS CODE REQUIRED

- 
- A person in a green shirt and blue pants is rappelling down a vertical rock face. The rock is dark and textured, with some horizontal layers. The person is positioned in the upper center of the frame, with a rope extending downwards. The background is a mix of dark and light brown tones, suggesting a natural rock formation.
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2018 to 2019

big changes ahead



2018 SURVEY:

No Changes to Methodology

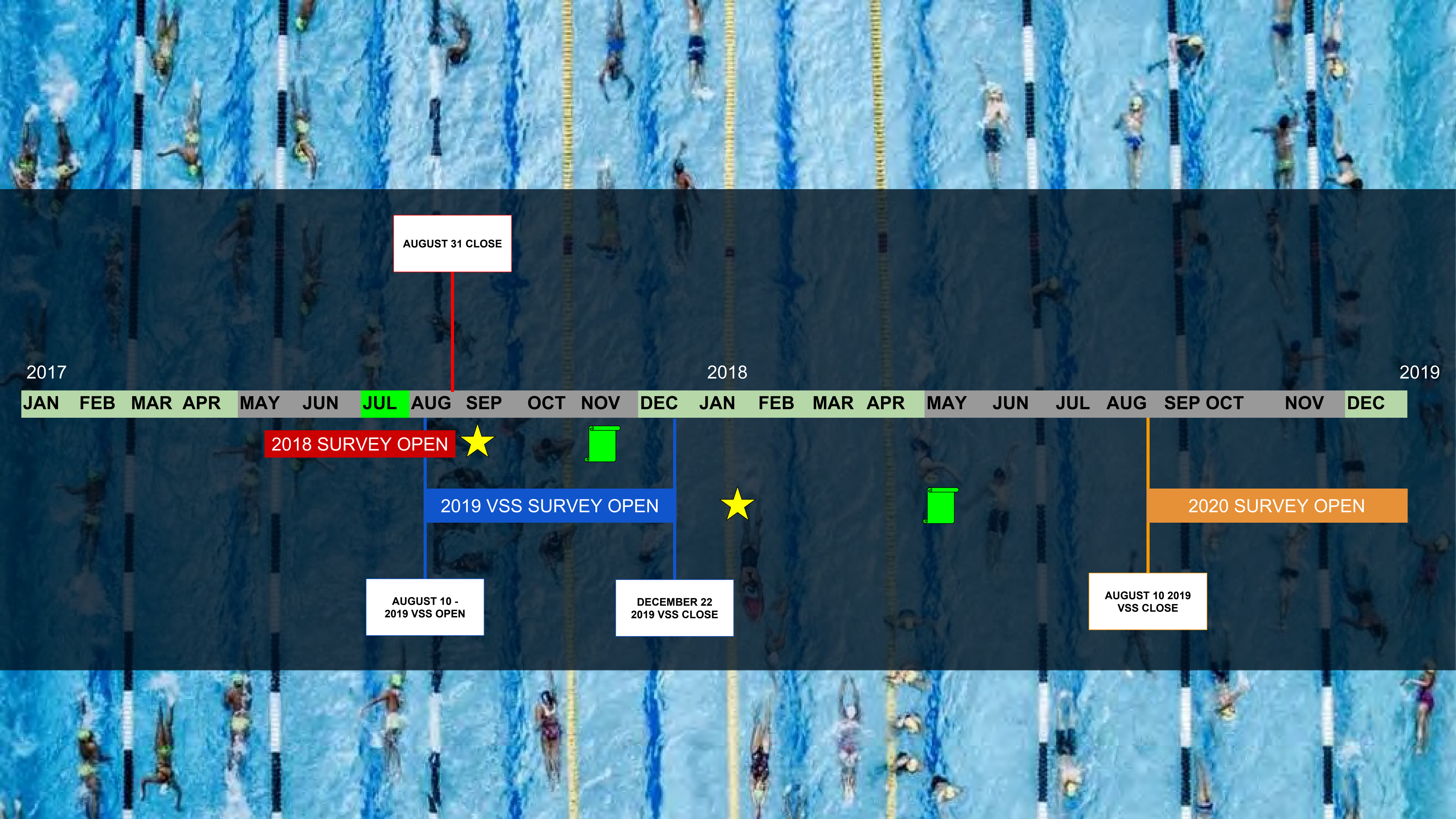
Shorter Cycle

[AUG Close - NOV Publish]

2019 SURVEY:

REQUIRED Veteran Student
Survey

CHANGE to Publication Cycle
[MAY Publish for Academic Cycle]



2017

2018

2019

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

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Veteran Student Survey

HOW LIKELY ARE YOU TO REFER THIS
SCHOOL TO A FRIEND OR COLLEAGUE
IN THE MILITARY COMMUNITY?



Military Spouse

Veteran

Retiree

Guard & Reserve



Veteran Student Survey



VOTE SCORING

Detractors

Passives

Promoters



Net Promoter Score

=

% Promoters

-

% Detractors



ADDITIONAL SATISFACTION QUESTIONS:

Admissions

Orientation

Point of Contact

Financial Aid

PaperWork Management

Attendance Policies

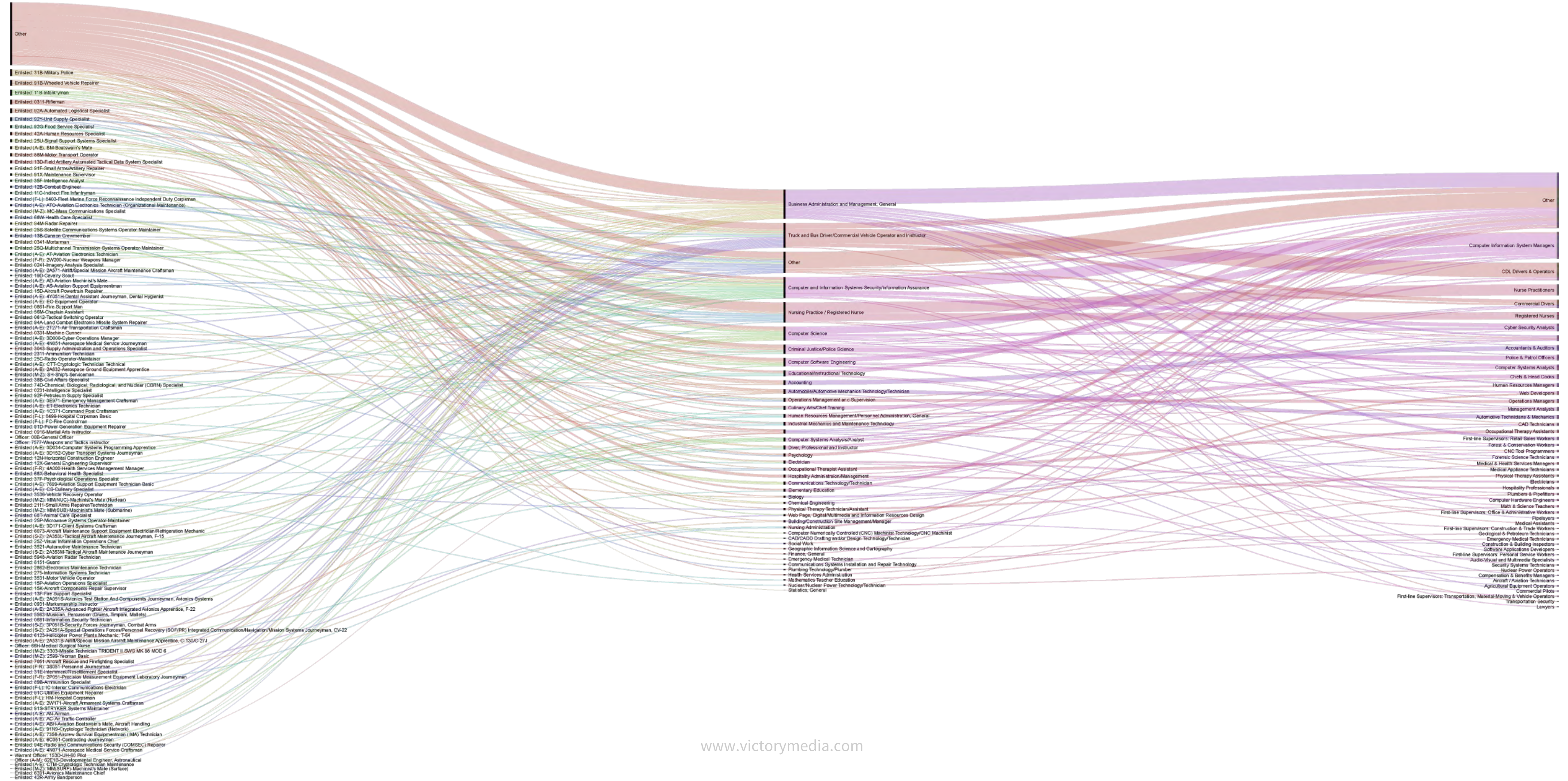
Military Support

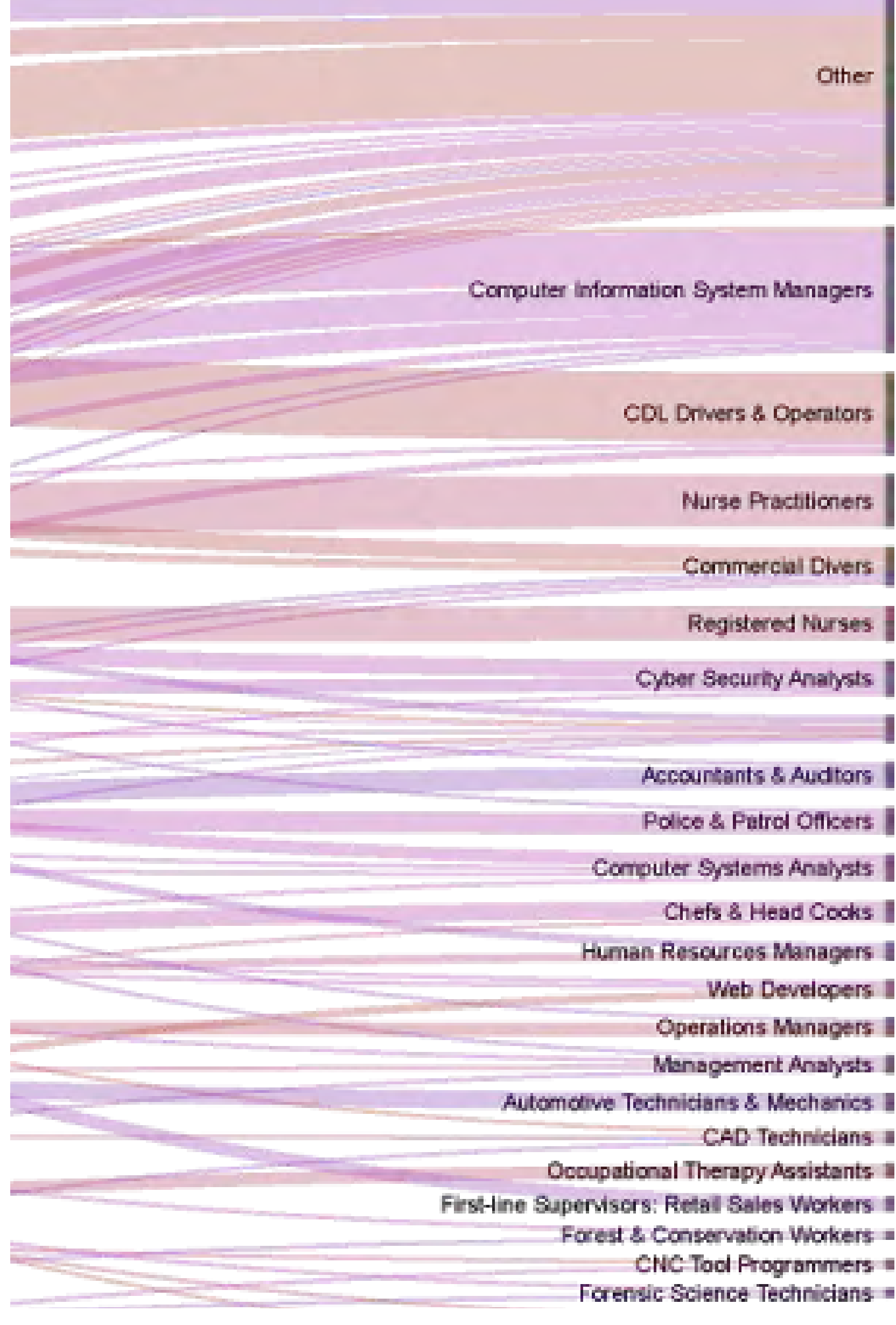
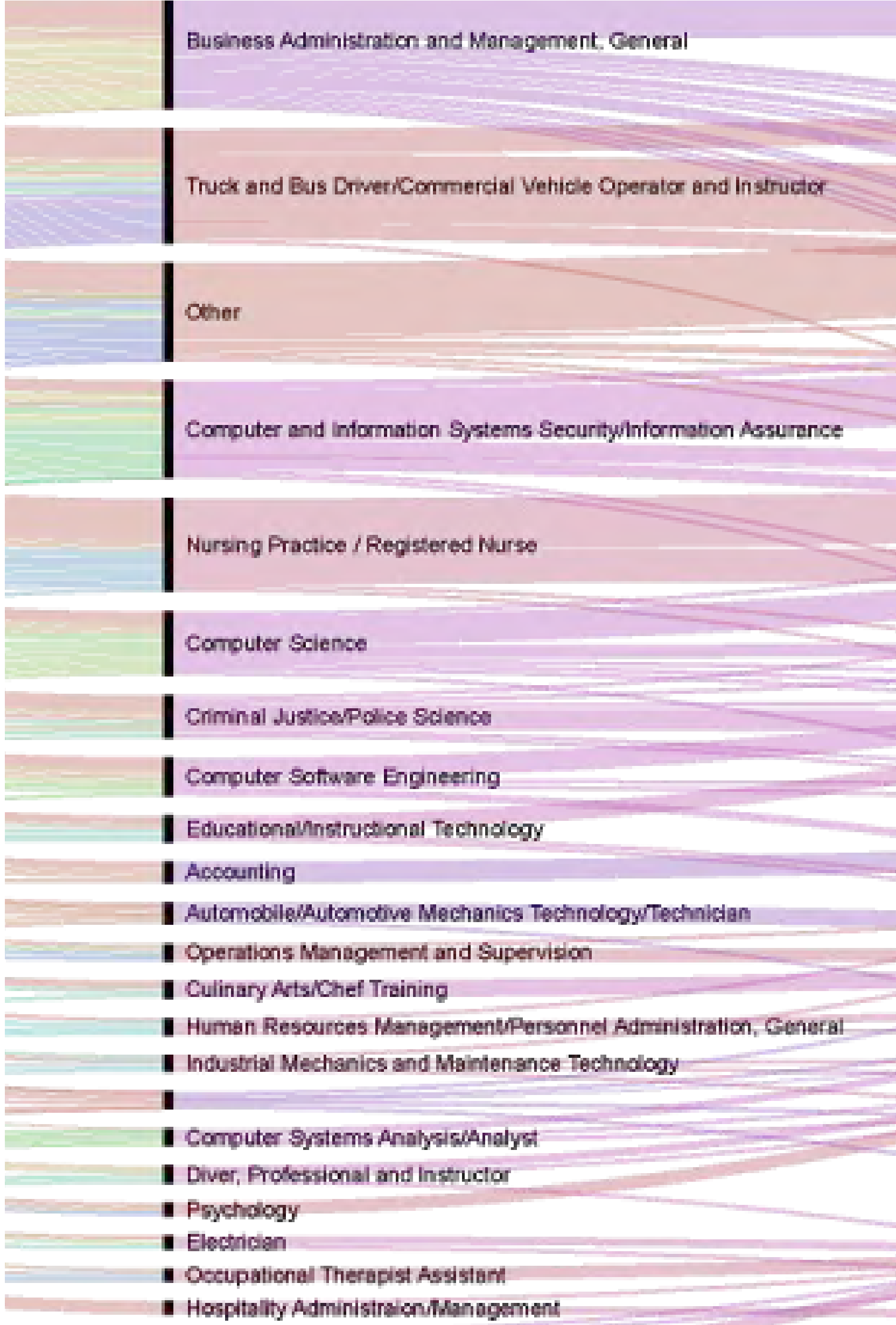
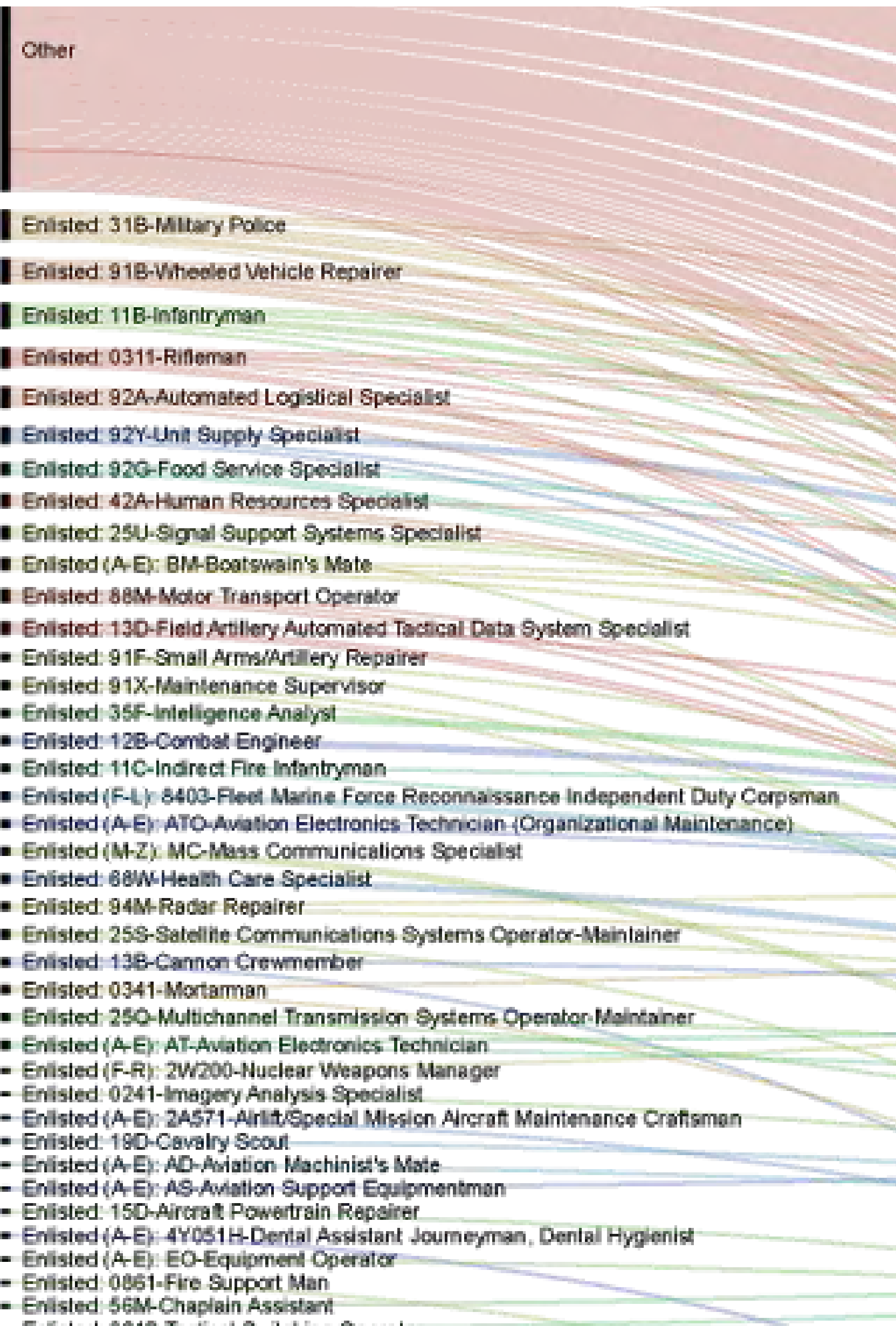
Spouse / Dependent Support

Military Affiliation	Air Force	Army	Coast Guard	Marines	Navy	Total
Active Duty	14%	59%	2%	13%	13%	48%
Military Spouse	13%	50%	0%	13%	25%	3%
National Guard	9%	91%	0%	0%	0%	9%
Reserve Component	20%	70%	0%	0%	10%	4%
Veteran	12%	38%	0%	24%	25%	37%

Age Range	Active Duty	Military Spouse	National Guard	Reserve Component	Veteran	Grand Total
18-24	32%	0%	39%	14%	14%	10%
24-34	58%	4%	3%	2%	31%	33%
35-44	43%	1%	9%	1%	45%	28%
45-54	51%	4%	4%	6%	35%	19%
55-64	33%	6%	0%	0%	61%	7%
Age 65 or older	40%	0%	0%	0%	60%	2%
Do Not Wish to Disclose	50%	0%	0%	0%	50%	1%
Grand Total	48%	3%	9%	4%	37%	100%

Military Occupation (MOS) to Selected Major to Desired Job





MilPromoter in Student Lifecycle

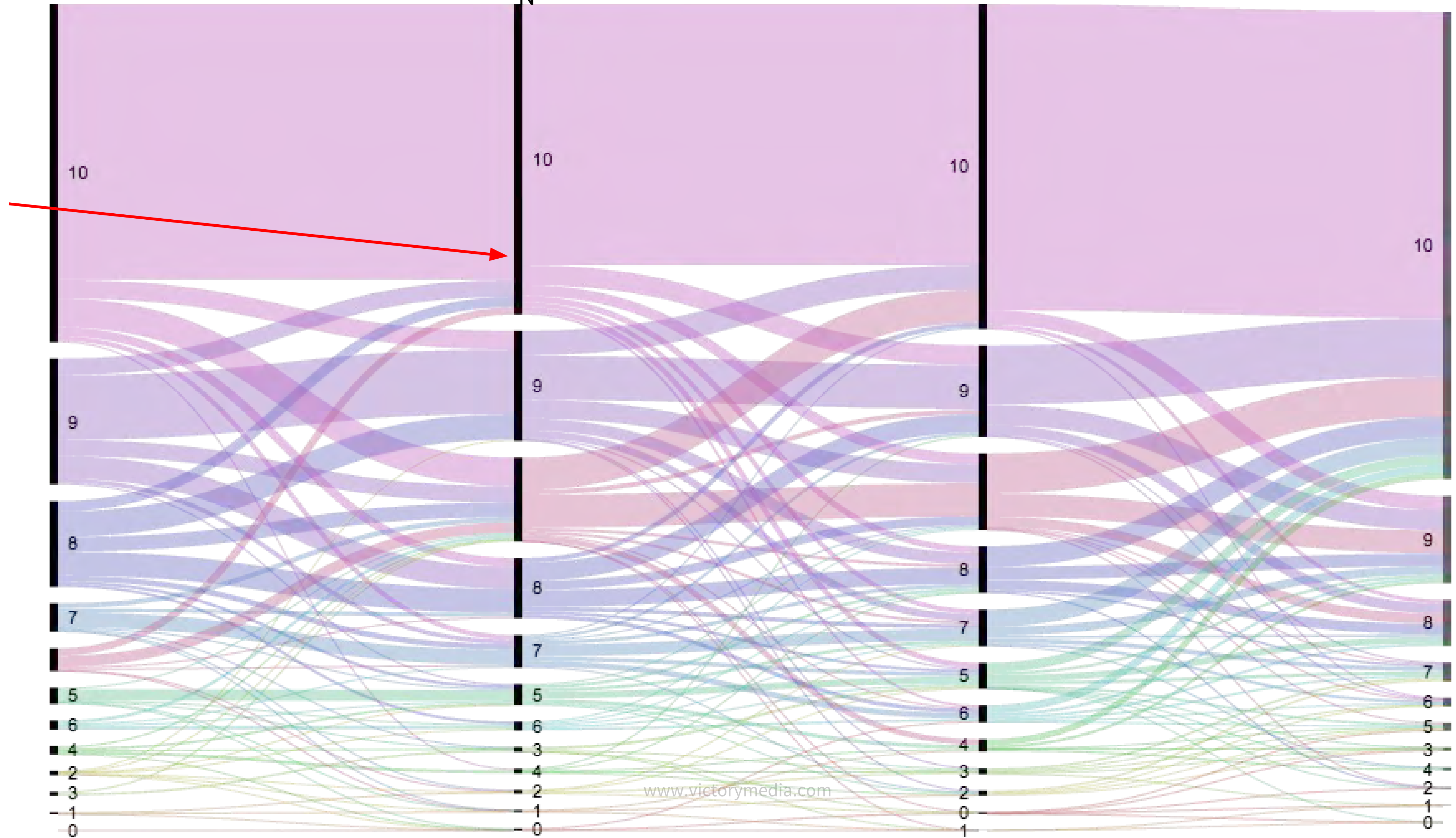
ADMISSIONS

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N

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MILPROMOTER

You Can lose students at Orientation



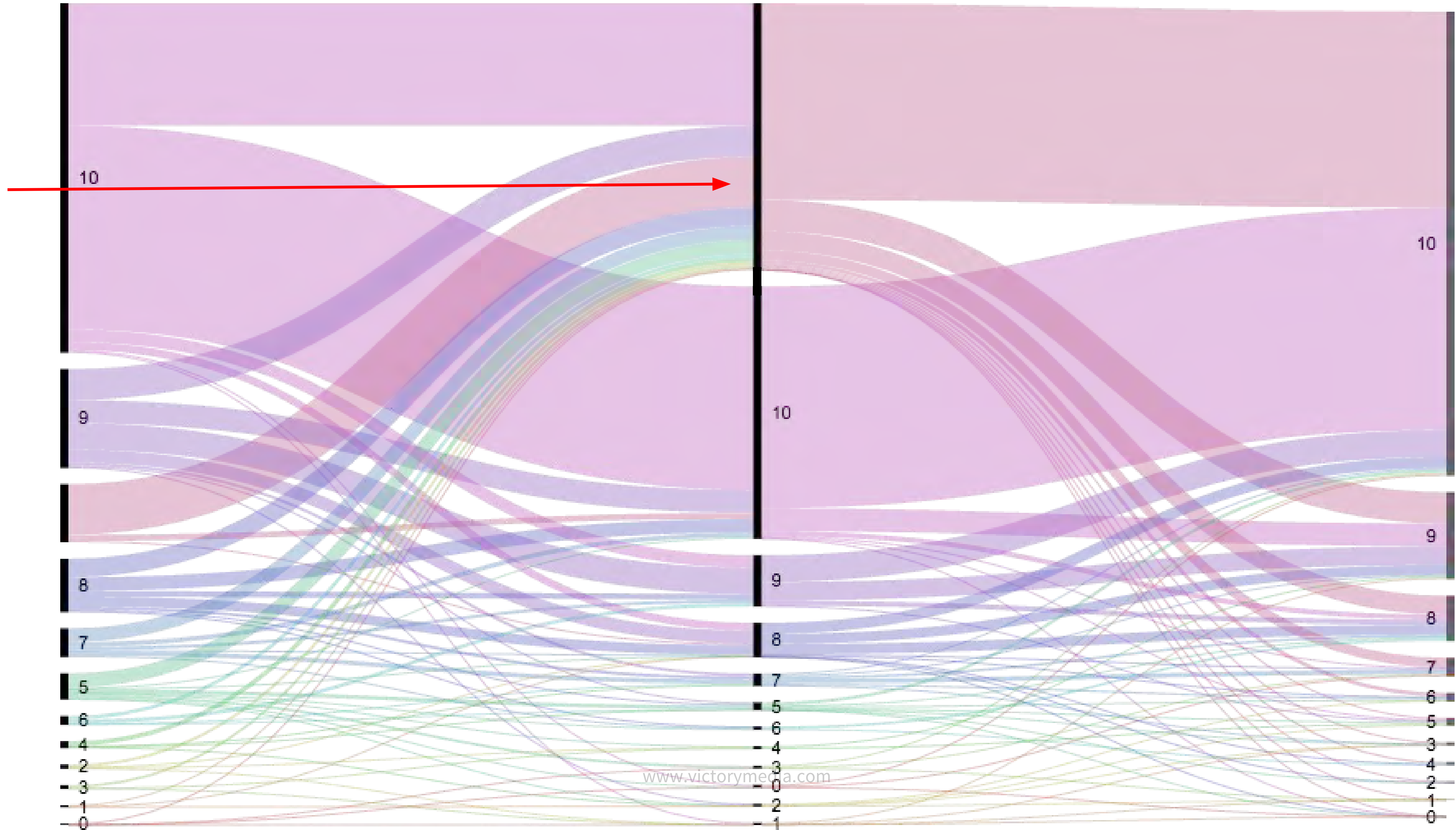
Students: Efficiency & Financial Aid

FINANCIAL
AID

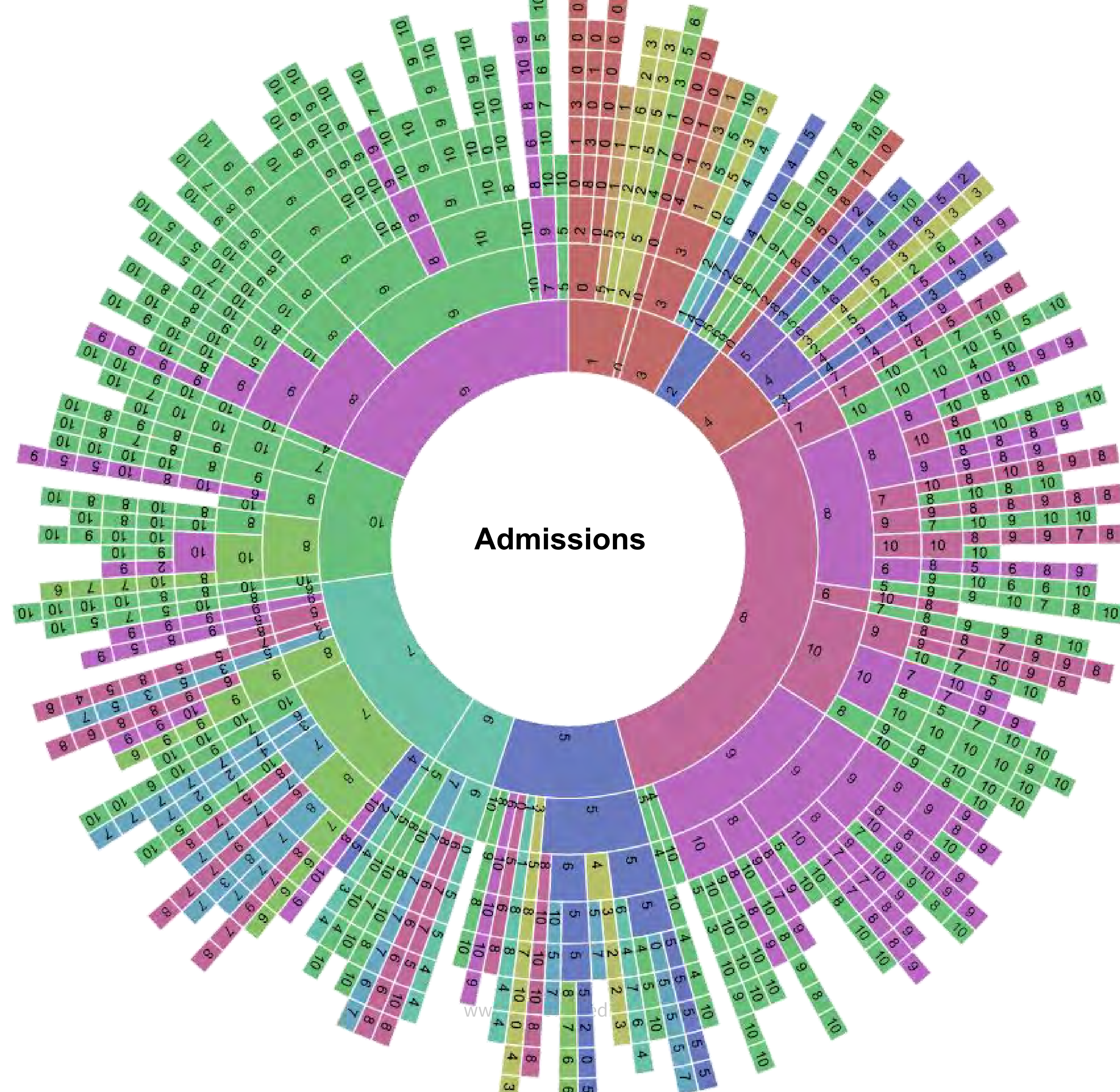
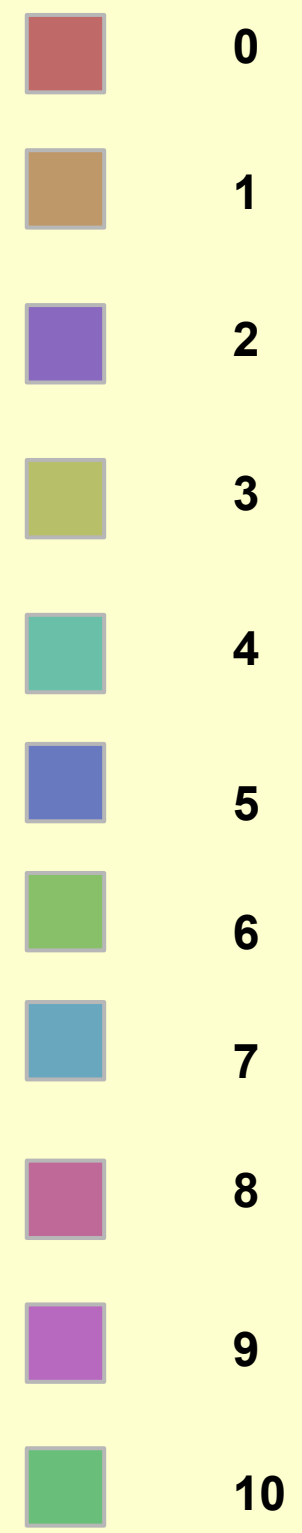
PAPERWORK
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How you handle
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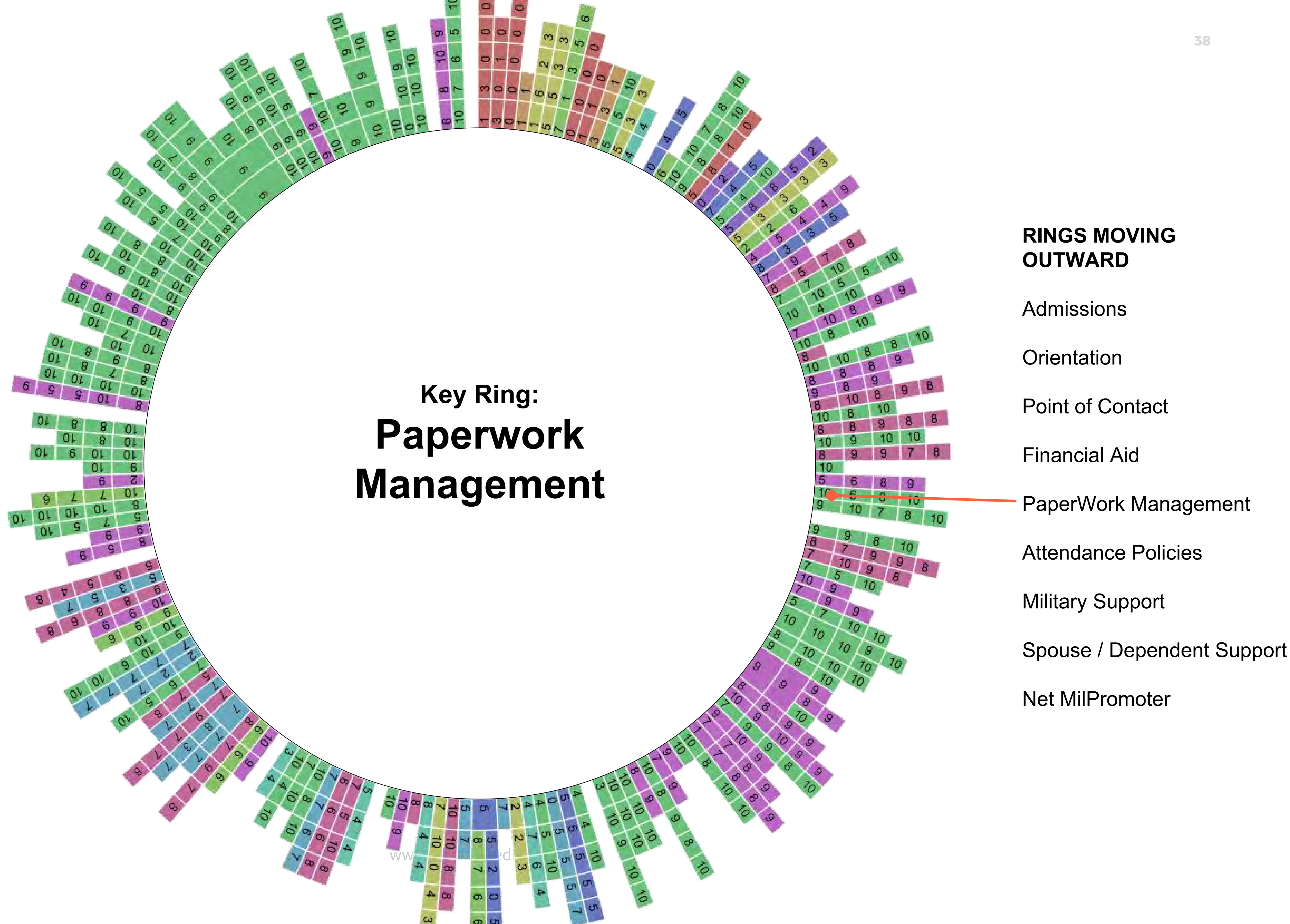
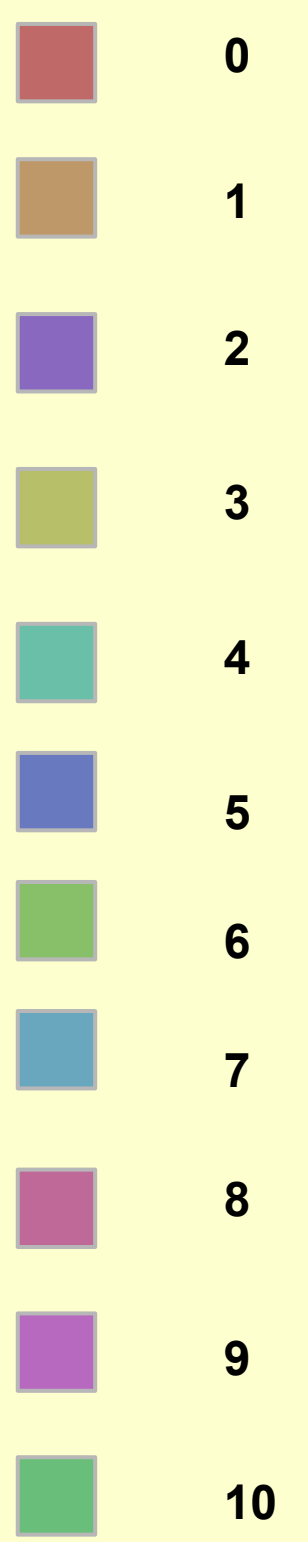
Mil-Promoter Score - Color Key



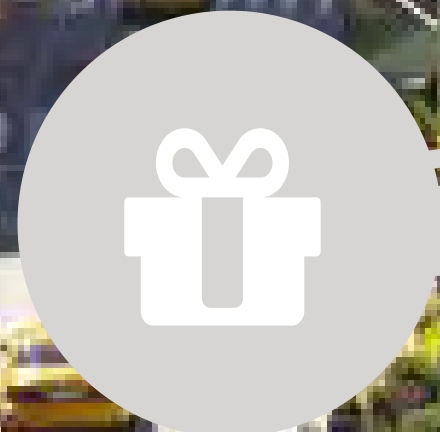
RINGS MOVING OUTWARD

- Admissions
- Orientation
- Point of Contact
- Financial Aid
- PaperWork Management
- Attendance Policies
- Military Support
- Spouse / Dependent Support
- Net MilPromoter

Mil-Promoter Score - Color Key



ACCESS | INSIGHTS



BELL 4:21 PM 100%

MILITARY FRIENDLY

See How You Compare

Answer a few simple questions and take the first step towards becoming Military Friendly®

Already have an account or an invitation code? [Log in here.](#)

First Name Last Name

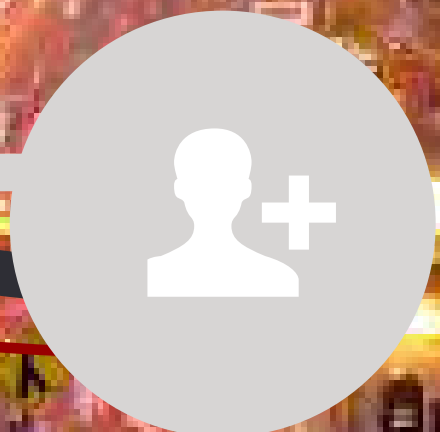
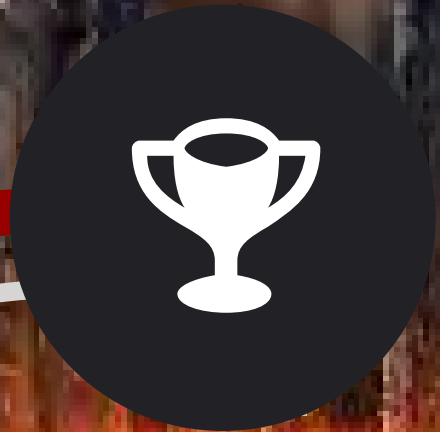
Company

Title

555-555-5555

.....

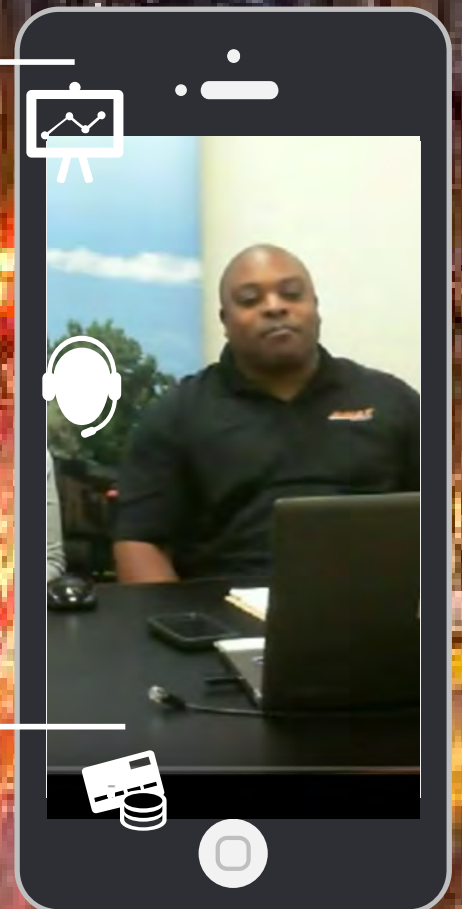
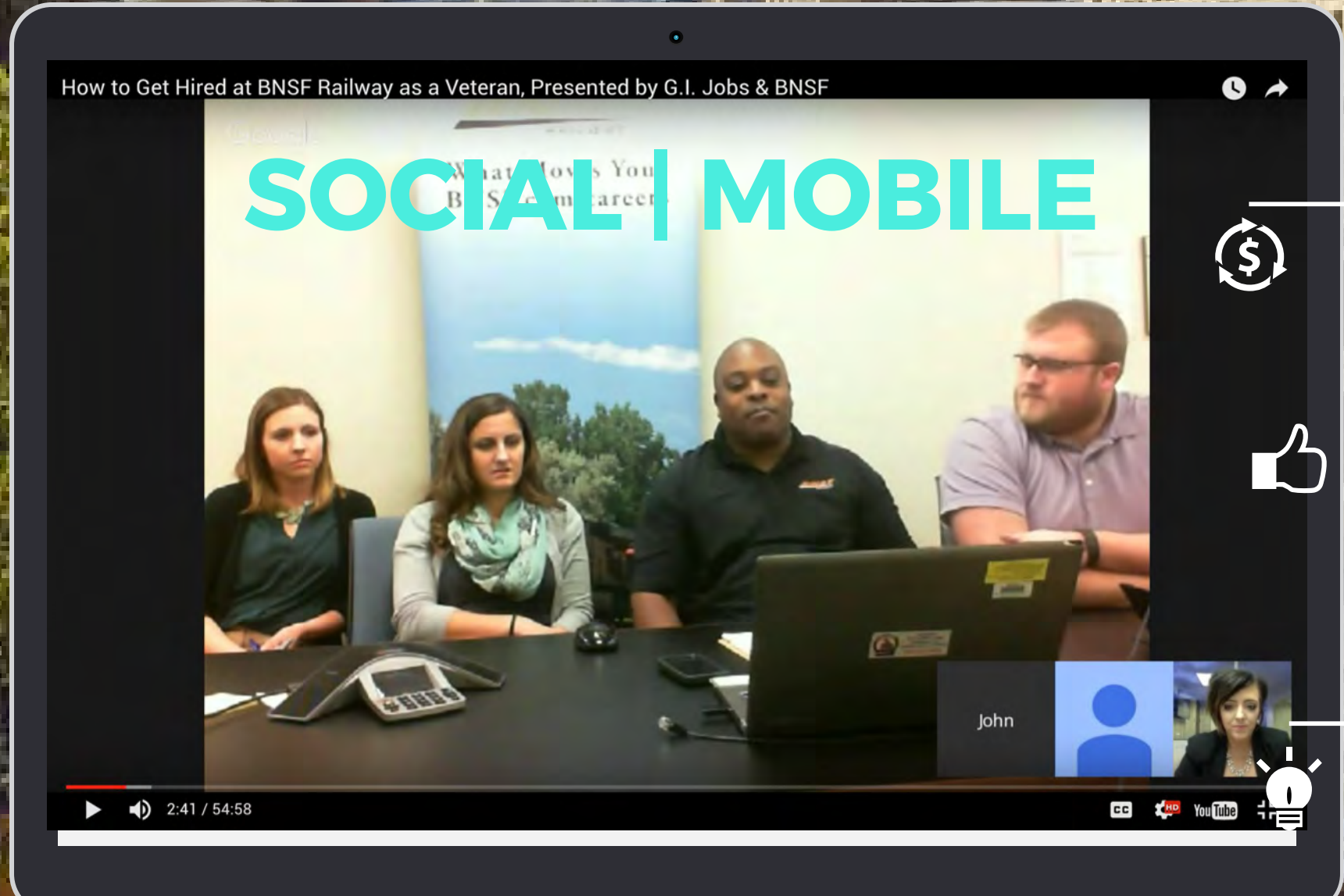
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Military Friendly 2.0

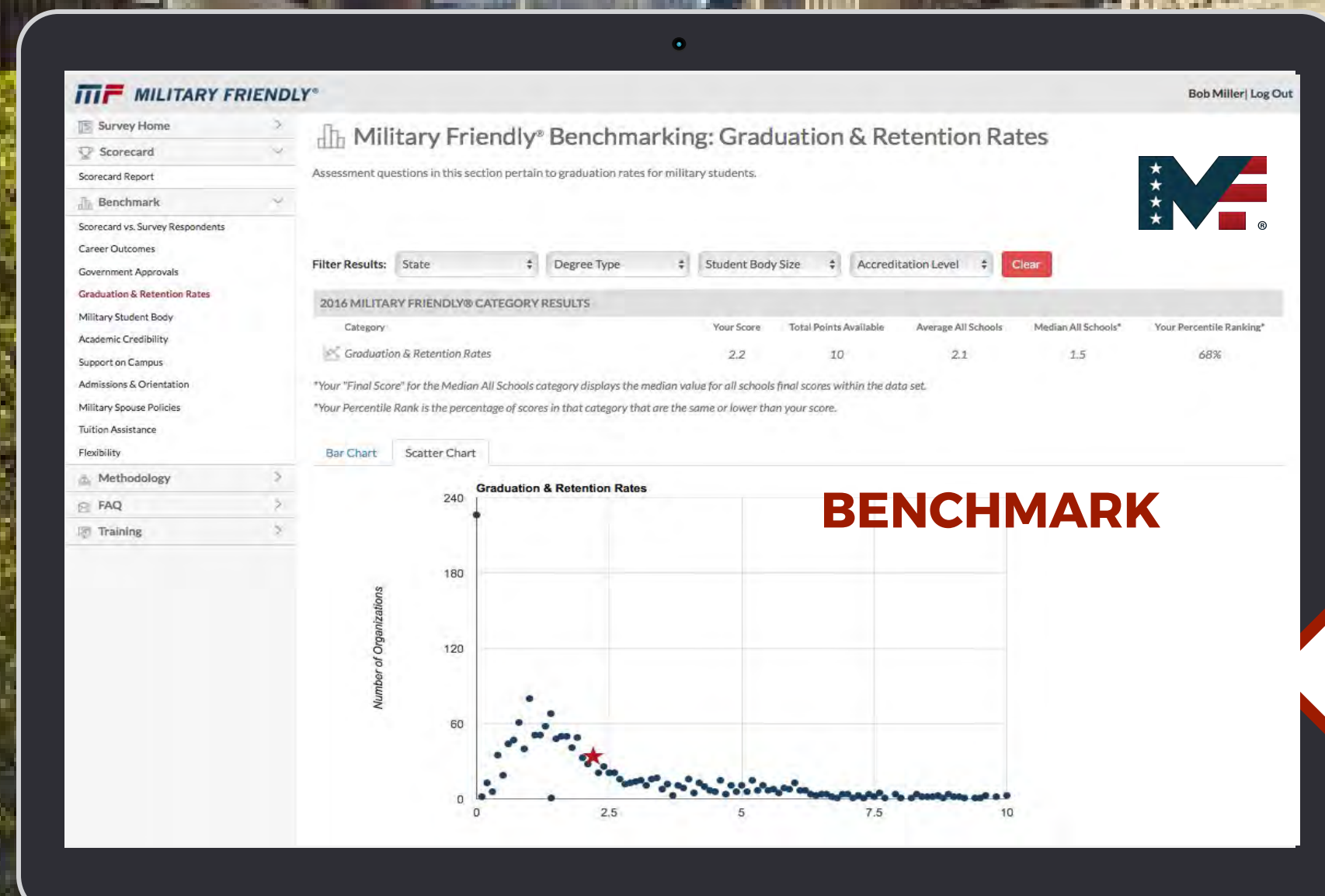
ACCESS

TECHNOLOGY & COMMUNITY
EXCHANGE



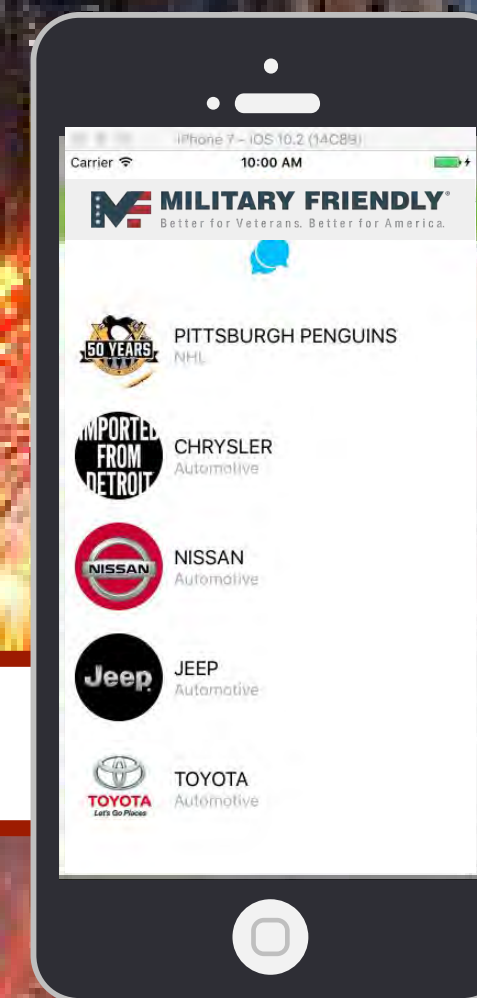
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INSIGHTS



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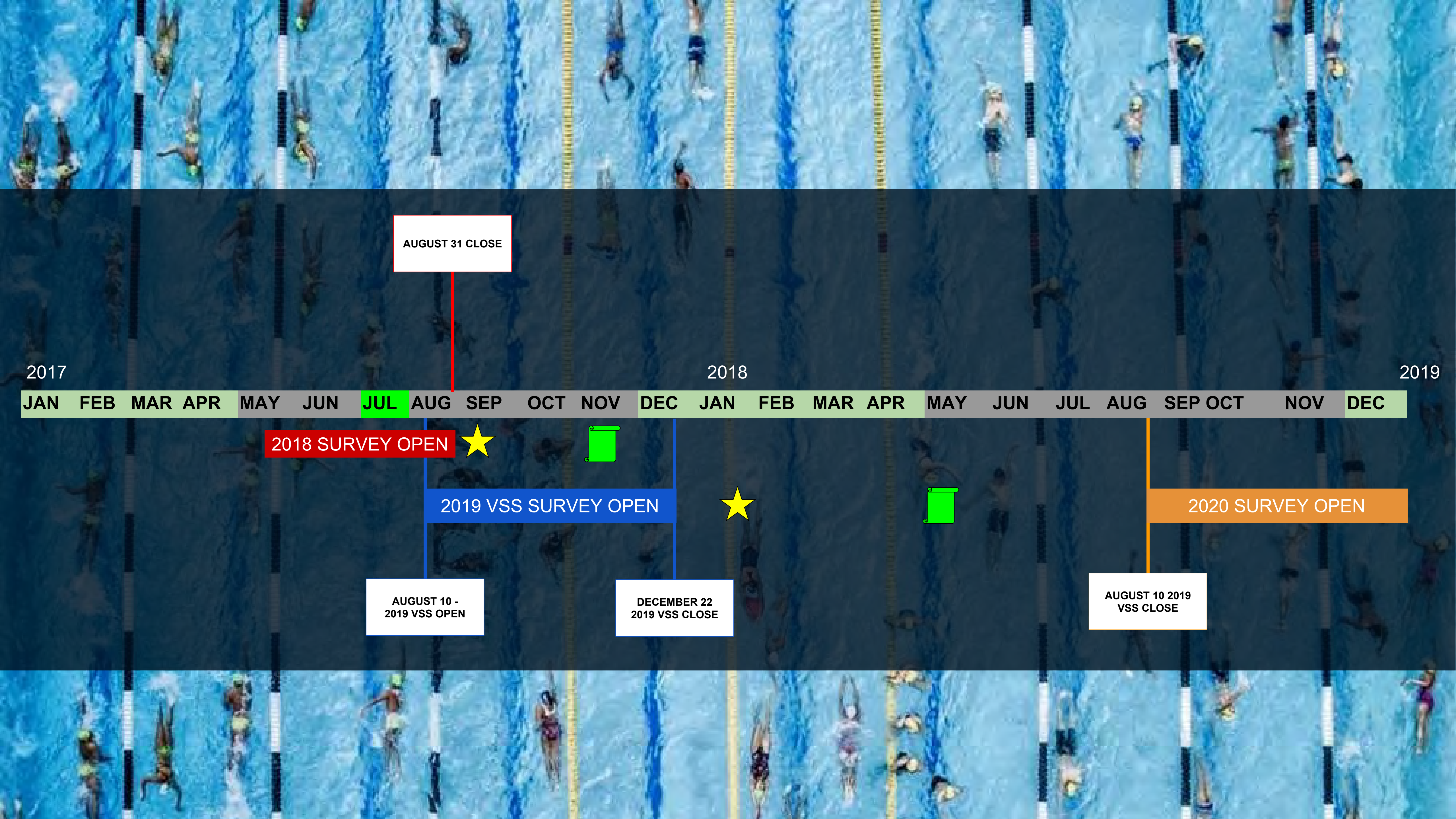
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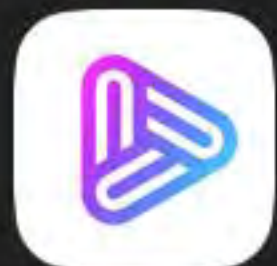


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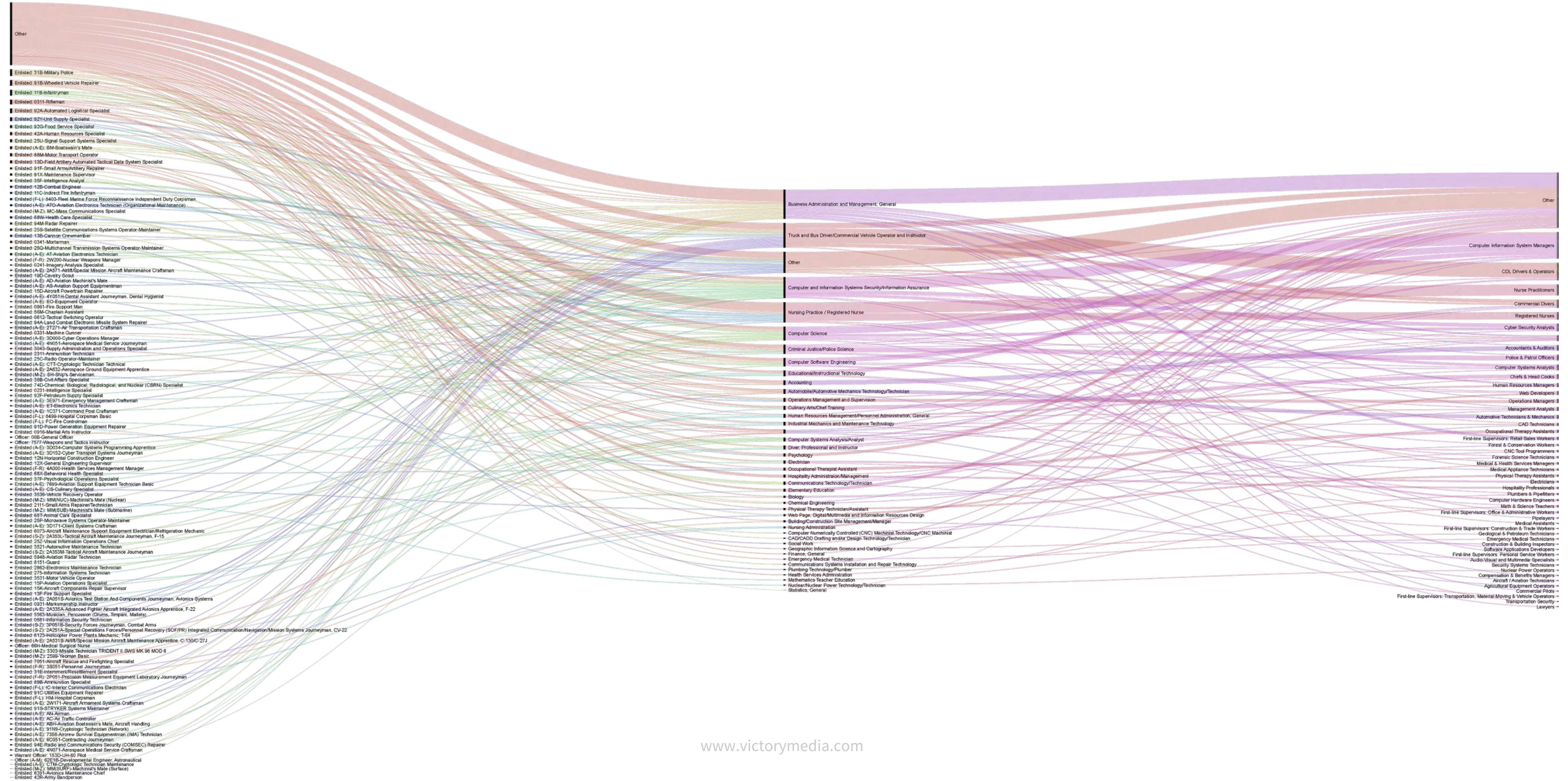
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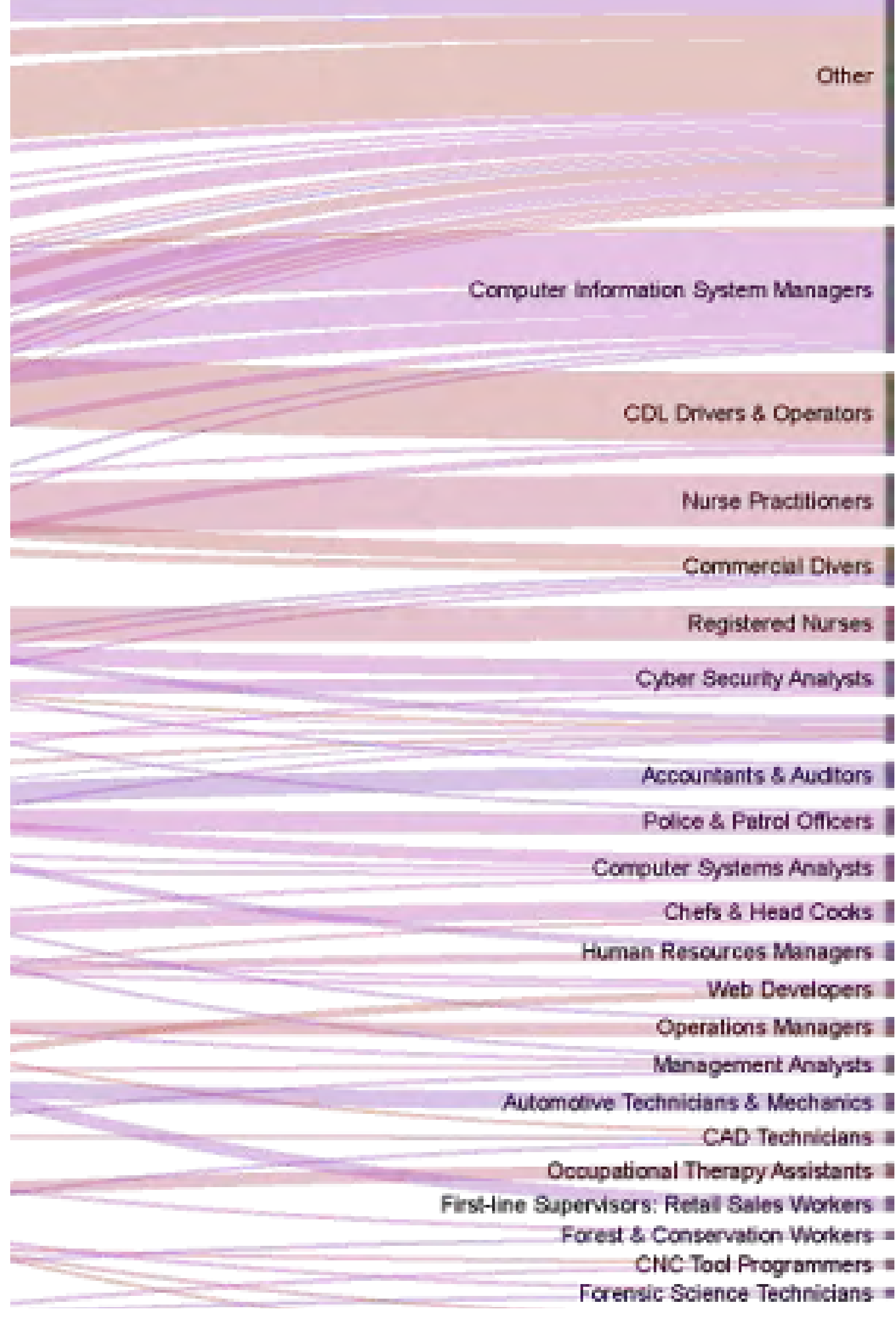
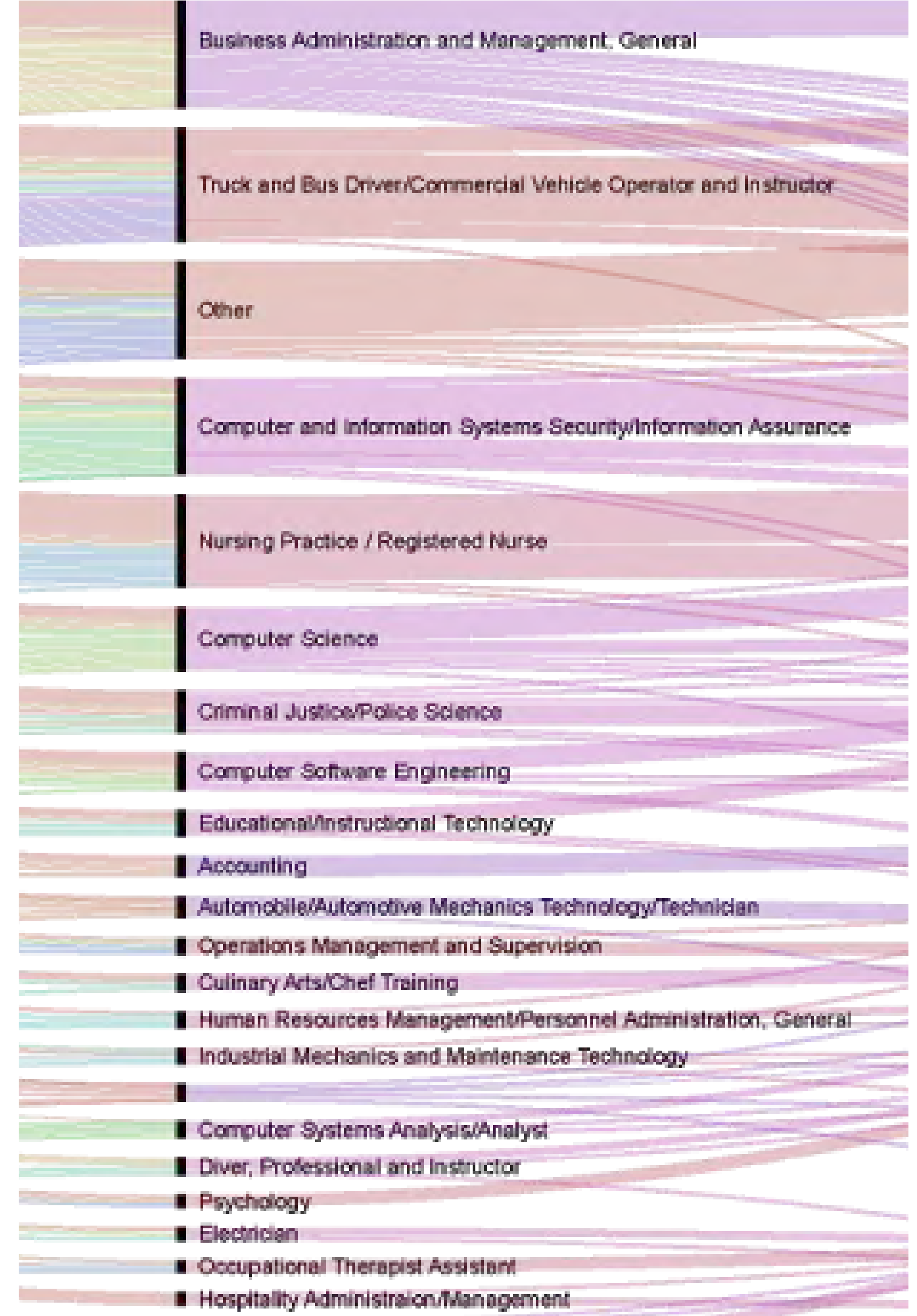
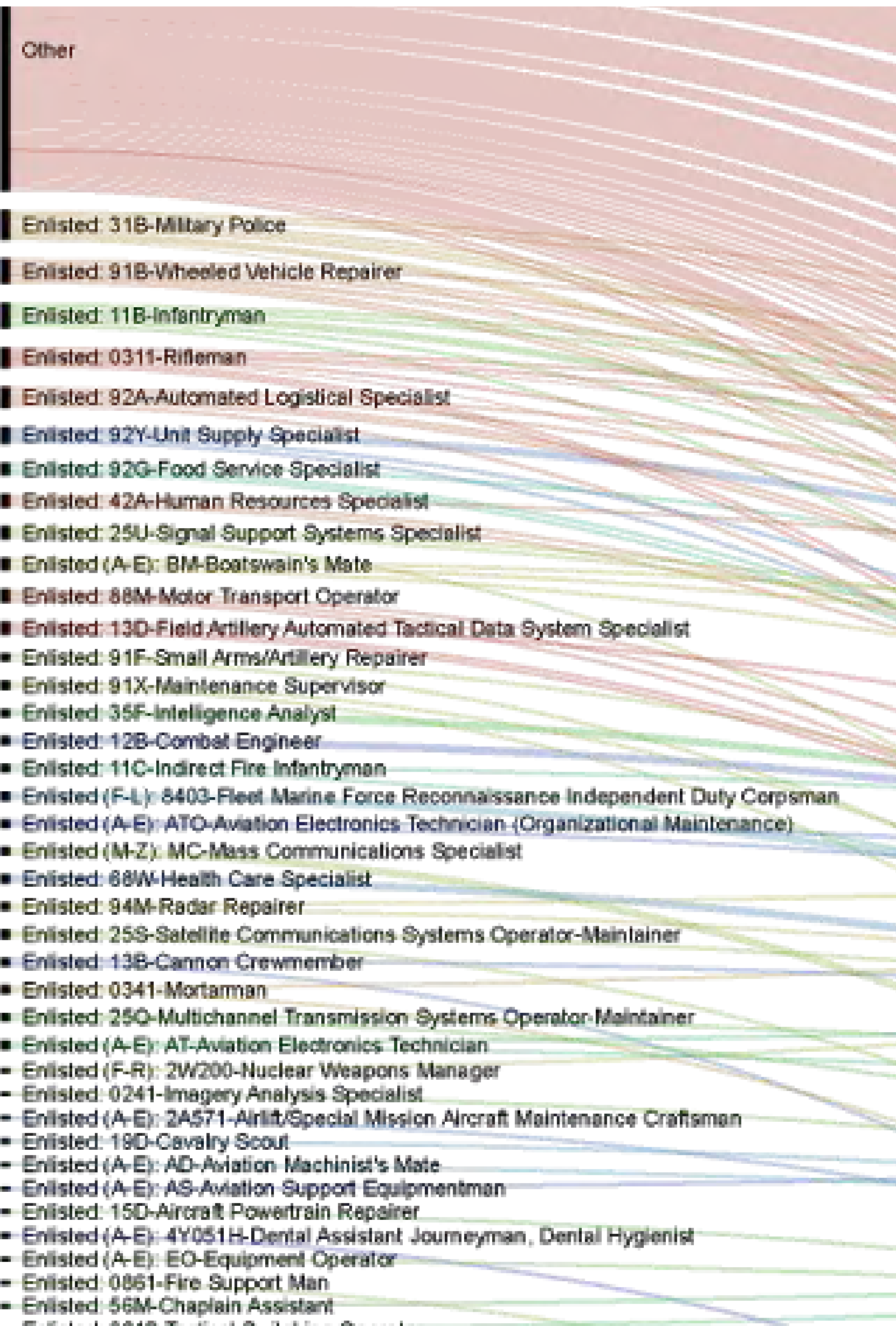
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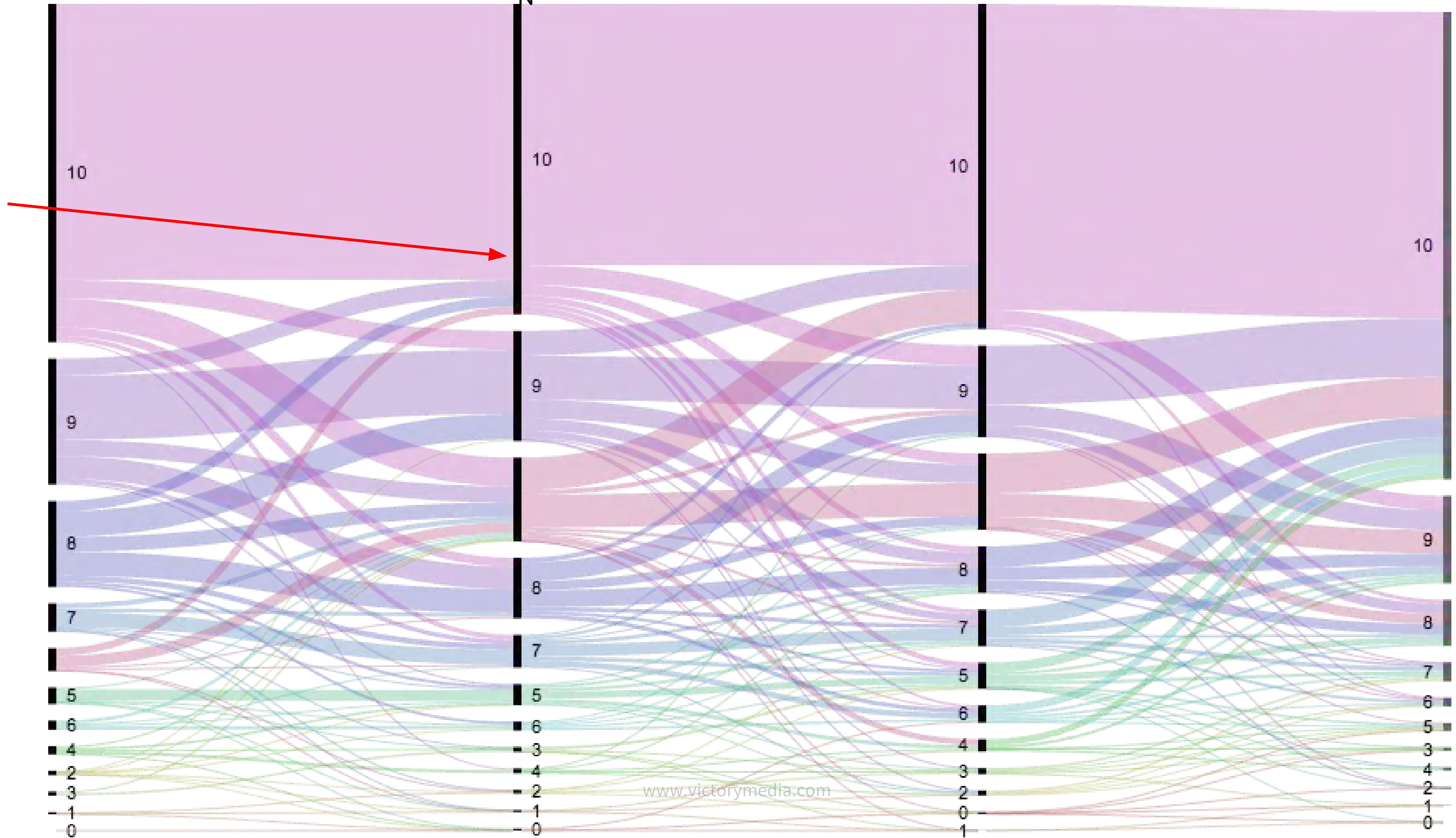
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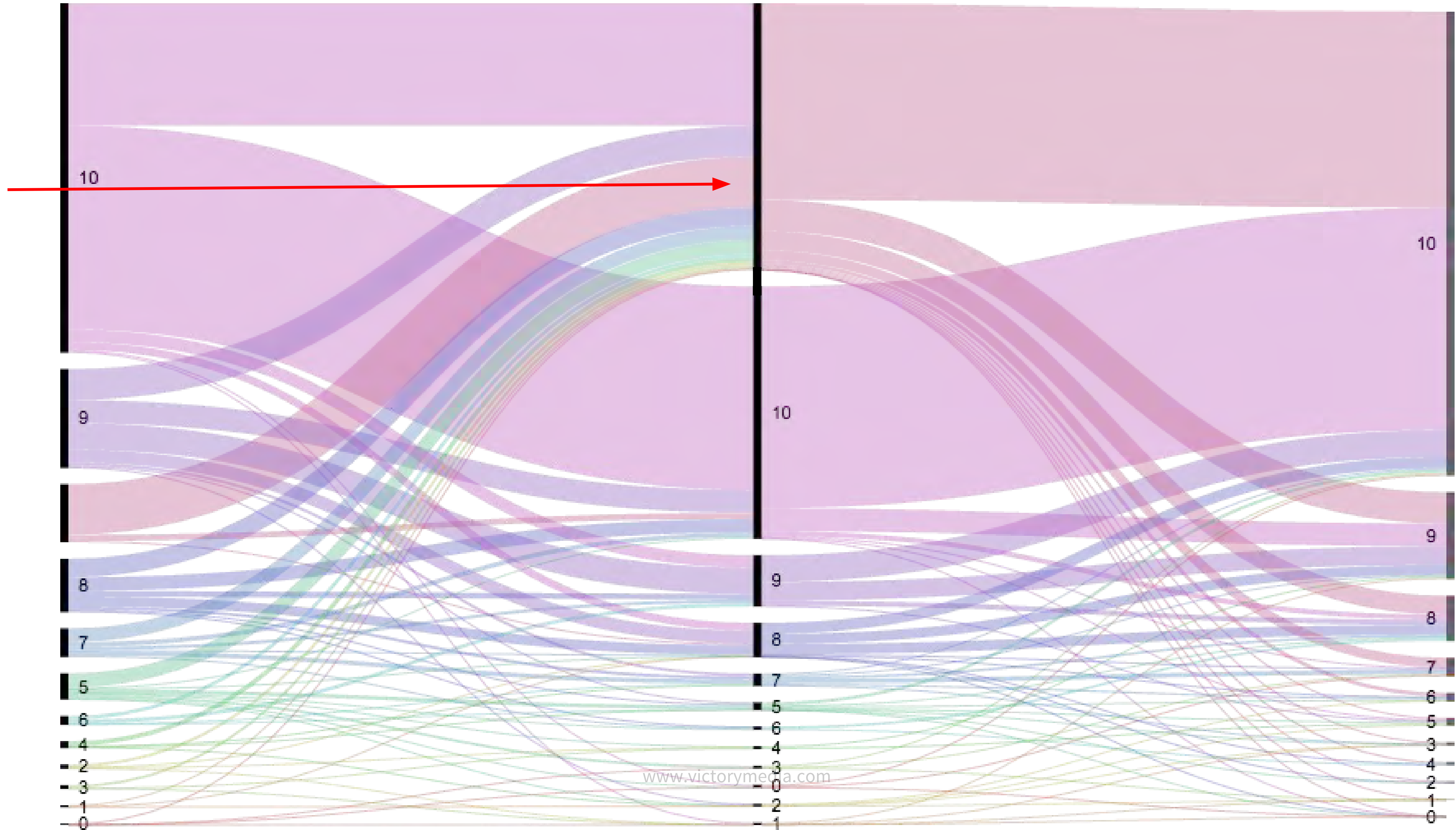
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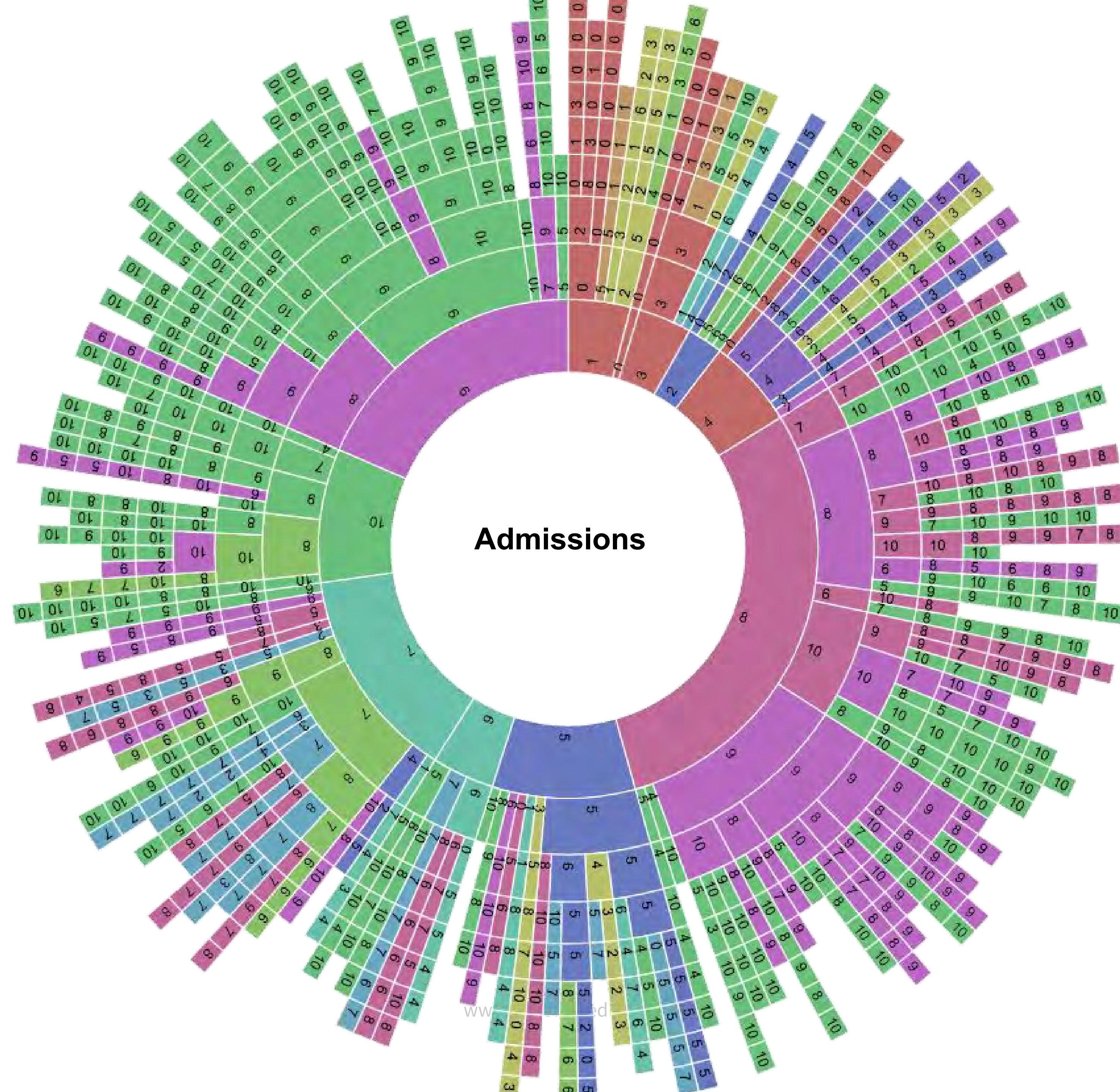
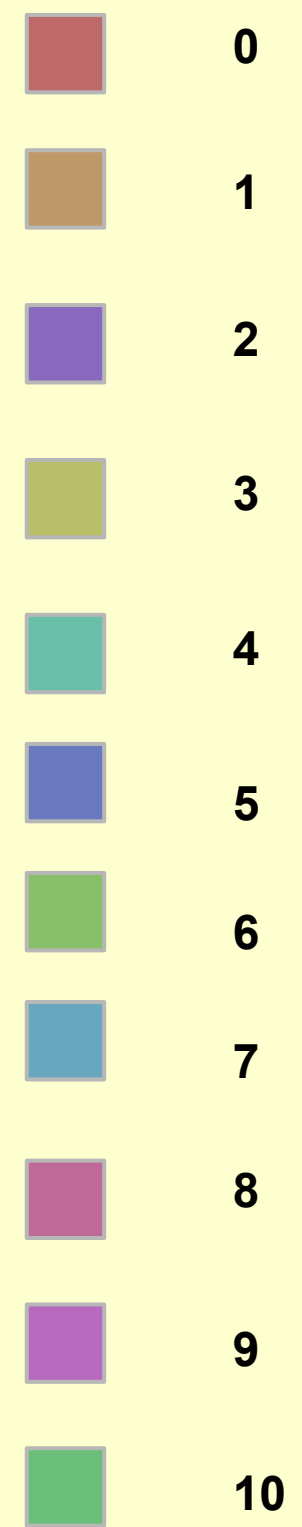
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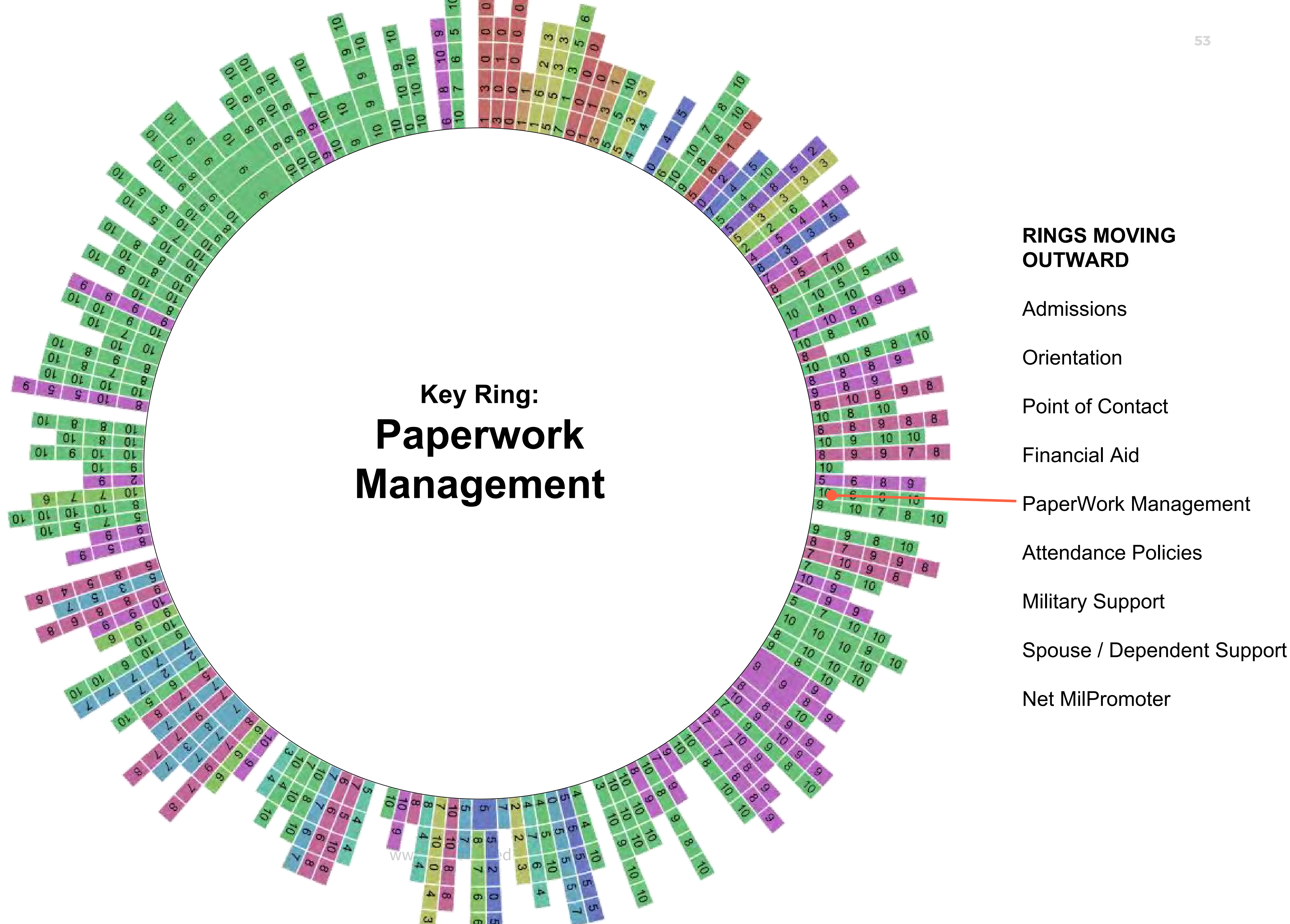
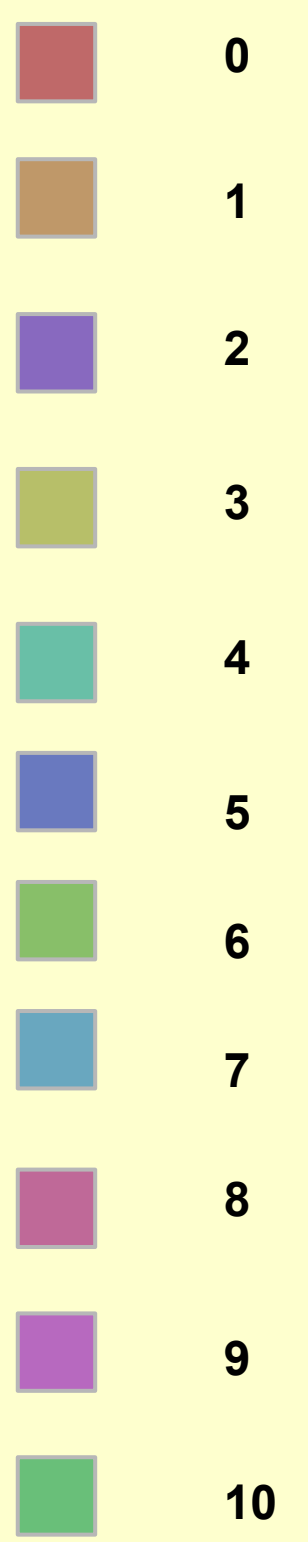
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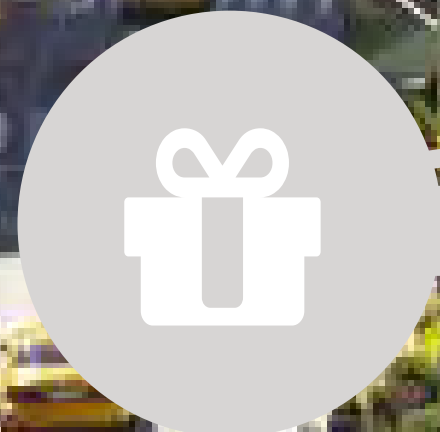
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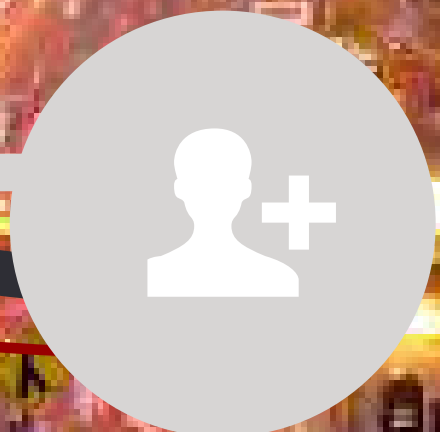
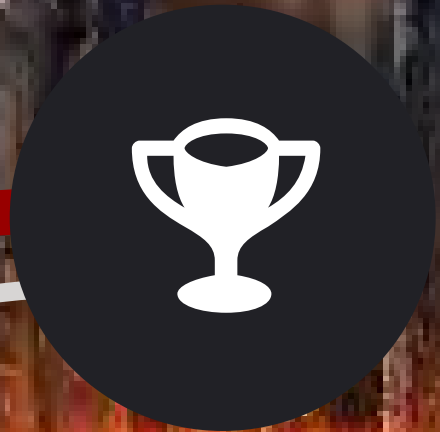
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..... **GET MY RESULTS**

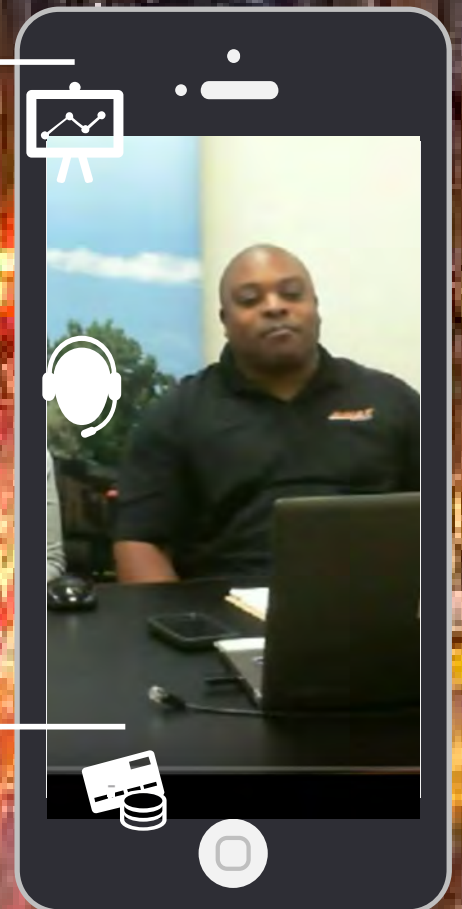
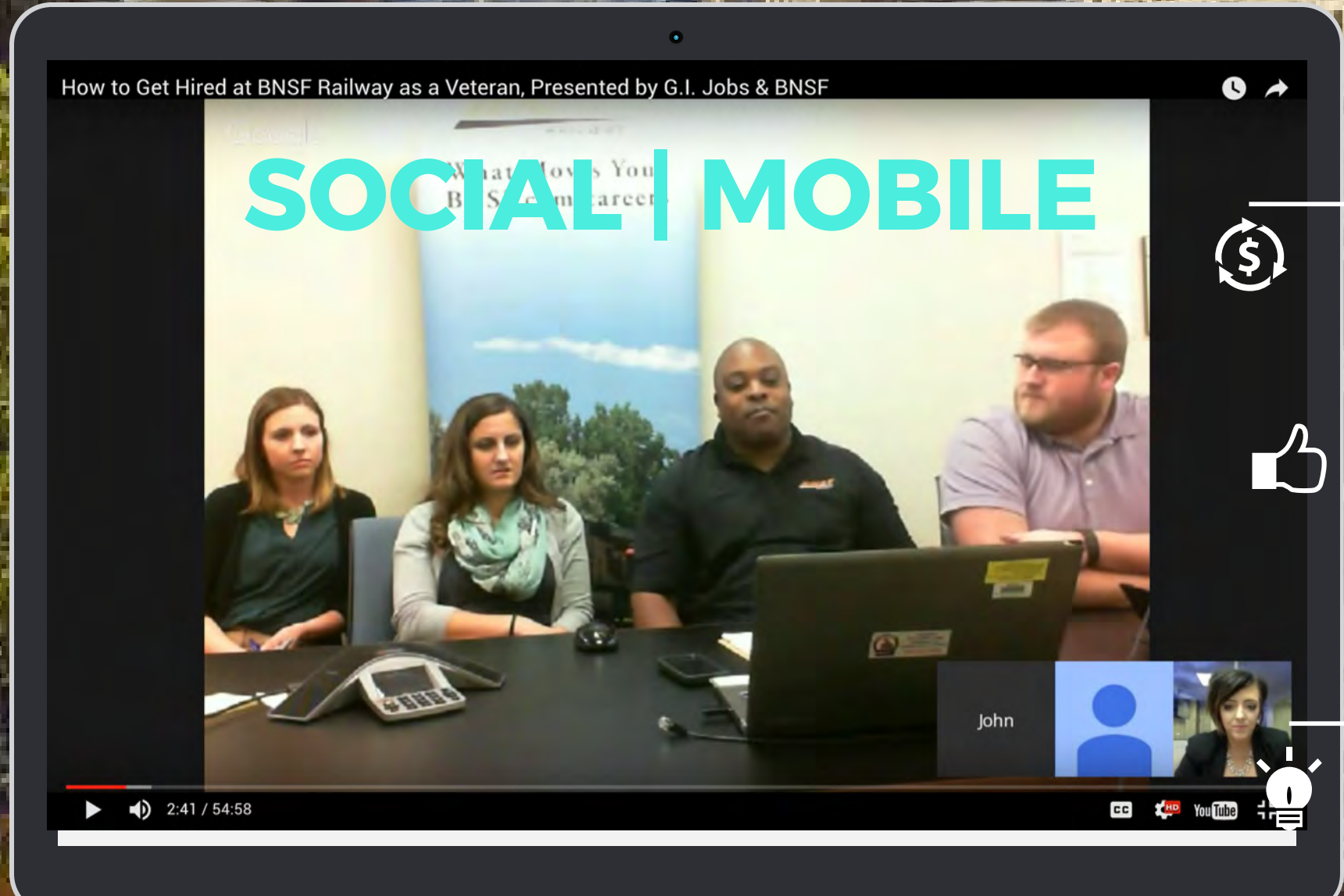
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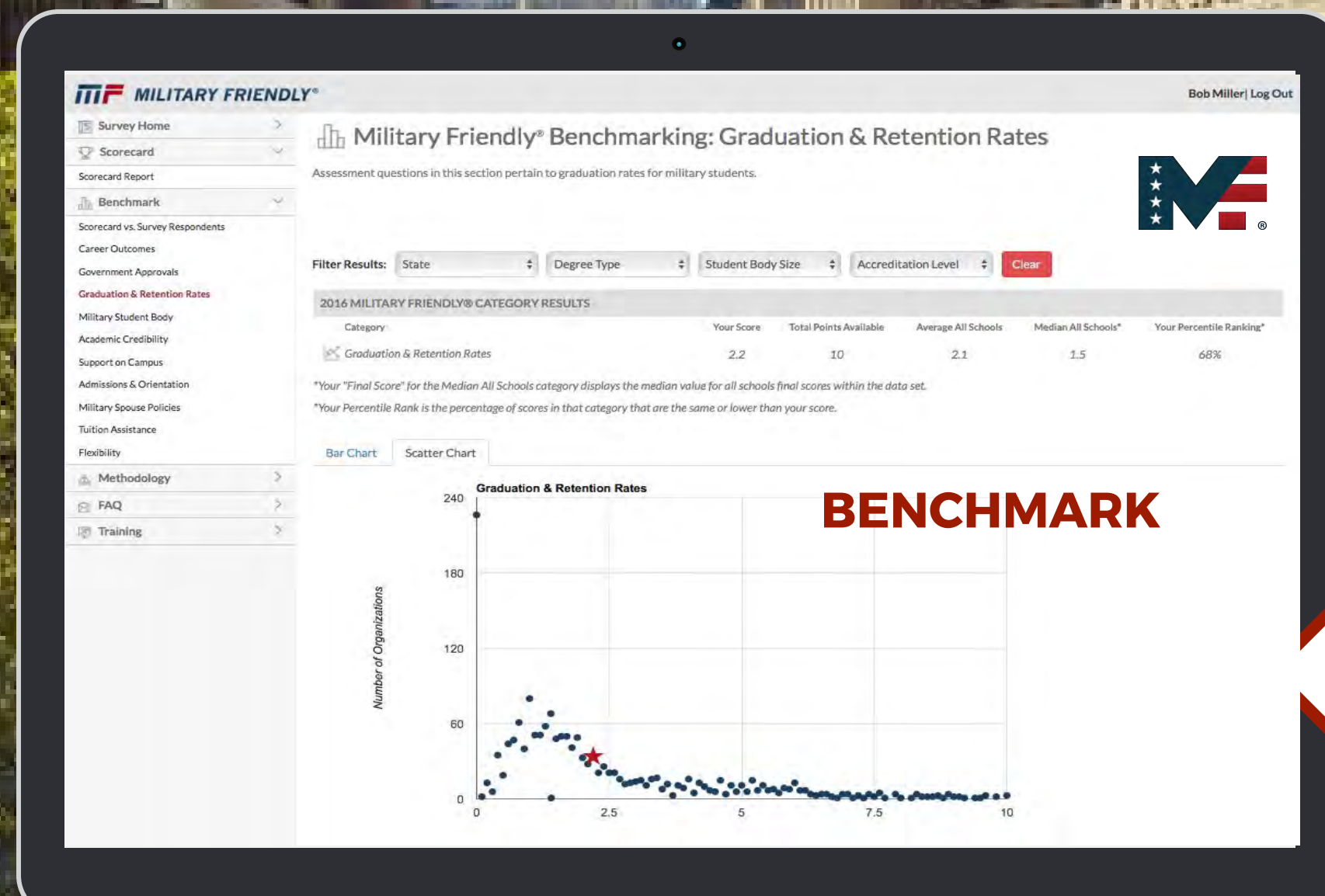
ACCESS

TECHNOLOGY & COMMUNITY
EXCHANGE



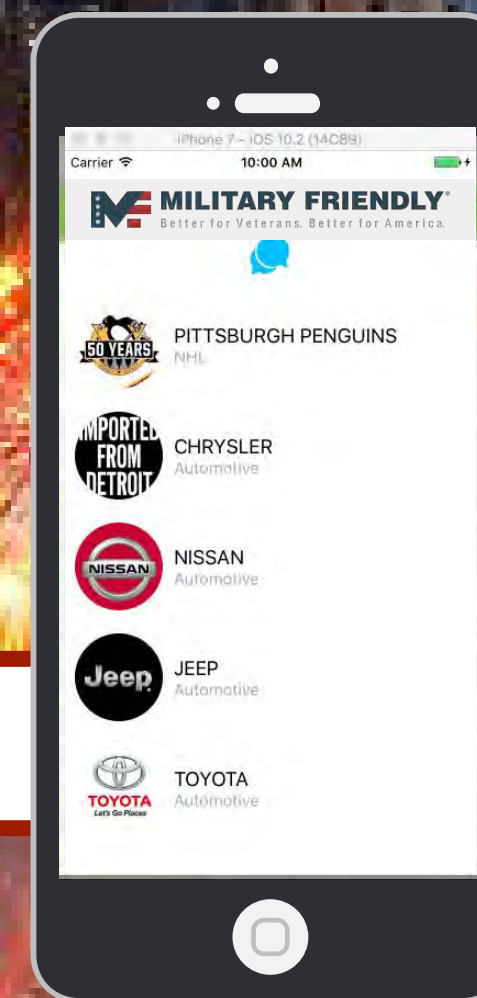
MORE MEANINGFUL ACCESS THROUGH COMMUNITY

INSIGHTS



INSIGHTS

INSIGHTS



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