

INSTITUTE FOR VETERANS AND MILITARY FAMILIES

# ANNUAL REPORT

2019



**S** Syracuse University

Institute for Veterans  
& Military Families

## WHO WE ARE

The Institute for Veterans and Military Families (IVMF) is the first interdisciplinary national institute in higher education focused on the social, economic, education, and policy issues impacting veterans and their families. Through its professional staff, experts and partners, the IVMF delivers best in class programs in career, vocational, and entrepreneurship education and training, while also conducting actionable research, policy analysis, and program evaluations. The IVMF also supports communities through collective impact efforts that enhance access to and delivery of care and services for veterans and their families. The Institute, supported by the University and a distinguished advisory board, along with public and private partners, is committed to advancing the lives of those who have served in America's armed forces and their families. For more information, visit [ivmf.syracuse.edu](http://ivmf.syracuse.edu).

## OUR MISSION

To advance the post service lives of America's service members, veterans and military families.

## VISION

To be the nation's recognized leader in creating and sustaining innovative evidence-based programs and services for America's transitioning service members, veterans and their families; and the premier source of veteran and military family research expertise and performance measurement support for the public, private and non-profit sectors and the broader military community.

Works begins on the new  
National Veterans Resource Center  
at the Daniel & Gayle D'Aniello  
Building on campus.



# VETERAN EDGE

Engage · Develop · Grow · Elevate

#VeteranEDGE

@IVMFSyracuseU



## PRIORITIES

- Deliver impactful, best in class programs and services that are informed by research and analytics in the areas of career preparation and employment, entrepreneurship and small business training, and community-based support and care coordination.
- Deliver insights that empower the advancement of the post service lives of transitioning service members, veterans and their families through objective actionable research, policy analysis, and measurement and evaluation.
- Ensure IVMF's long-term sustainability through increasing program participation and funding; improving operations; and enhancing communications, marketing and engagement.





**Career Preparation & Employment:  
Onward to Opportunity (O2O)**

- 96 cohorts (85 in-person, 11 online)
- 12,618 participants
- 60% course completion rate
- 5,500 employment-related outcomes
- 17,300 outcomes since launch in 2015
- 72% 12-month retention rate
- Launched in Northwest Florida our 19th military installation community
- Added 10 new learning pathways
- Partnered with Amazon, Google, Dell Boomi and Salesforce
- Enhanced alumni services with launch of CORE intranet platform (Community for Online Resources and Engagement portal with support from Accenture) to improve participant experience

**Community-Based Services:  
AmericaServes**

- 11,607 clients sought services (32,000+ since launch in 2015)
- 25,189 unique service requests (70,000+ since launch)
- 190 new providers for a total of 1,065 across 17 networks and 11 states
- Decreased time to resolve cases by 5 days year over year
- Launched 17th community in the Rio Grande Valley, TX



**Entrepreneurship & Small Business:  
ARSENAL**

- 3,000 trained; over 75,000 to date
- \$245M average annual revenue generated by EBV and VWISE businesses
- 70% of grads start a business, 90% still in business today
- 1500+ veteran/spouse owned businesses registered with Coalition for Veteran-Owned Business (CVOB)
- 54 CVOB events in 15 states
- Delivered nation's largest training and networking event at VeteranEDGE in Dallas as well as largest VWISE to date in Atlanta
- Launched STRIVE - Startup Training Resources to Inspire Veteran Entrepreneurship - a new introductory entrepreneurship training program with Hillsborough Community College in Tampa





## Research & Analytics

- Delivered 70 publications (450 publications since 2012)
- Earned 122 media placements
- Testified at 10 hearings and roundtables at federal, state and local levels
- Presented at 260+ conferences and convenings
- Launched the inaugural Veterans Program for Politics and Civic Engagement (VPPCE) with Syracuse University's Maxwell School of Citizen and Public Affairs, the first-of-its-kind training program for veterans considering a career in public office



## Communications

- 58% increase in national media coverage (+63% over 2018)
- 10+ live interviews on national news outlets
- 5 national op-eds
- 30% increase in social media following
- 102% increase in engagement on social media platforms
- 120% increase in returning website visitors
- 57% increase in website visitors via unpaid search
- 3 IVMF grads featured on live, Veterans Day showcase on FOX News



## Development

- \$7.5M gift from Schultz Family Foundation to strengthen O2O
- \$1.7M gift from Google to train military spouses in the IT field



### Additional Gifts/Grants

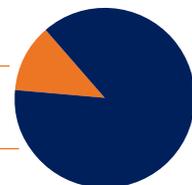
- \$100K SBA
- \$100K Leon Levine
- \$250K Prudential



## Operational

12% administrative

88% programmatic



- FY 2020 operating budget \$23,131,338
- 96 employees, 23 student employees

## LOOKING AHEAD

In 2020, the IVMF will move into the new National Veterans Resource Center (NVRC) at the Daniel and Gayle D’Aniello building on the Syracuse University campus. Representing the enduring commitment of the University’s longstanding history supporting all veterans and military-connected people, the NVRC is the center of student veteran life on campus as well as the national training programs and research of the IVMF. Other tenants include the Office of Veteran and Military Affairs, the Army & Air Force ROTC programs, the Office of Veteran Success and Veterans Career Services. The NVRC is also a resource for veteran service organizations regionally as well as nationally for convenings, research and programming.



### PROGRAM GOALS

#### **Career Preparation & Employment: Onward to Opportunity (O2O)**

- Enroll 14,000 participants
- Expand to 60 learning pathways
- Enhance the customer experience

#### **Community-Based Services: AmericaServes**

- Develop transition plans for local ownership & long-term sustainability of existing markets
- Revise performance outcomes for networks
- Build out technical assistance portfolio of community-based services

#### **Entrepreneurship & Small Business: ARSENAL**

- Realign/ Restructure team in response to program growth and evolving needs of the portfolio
- Assess landscape, identify gaps & opportunities
- Write publications re: entrepreneurship programs and learnings
- Build program awareness and increase participation

#### **Research & Analytics**

- Publish and execute an IVMF enterprise-wide data strategy
- Develop High Impact Policy and Program Engagement Strategies
- Streamline Financial Forecasting and Data Integration

NATIONAL VETERANS RESOURCE CENTER (NVRC) AT THE DANIEL AND GAYLE D'ANIELLO BUILDING



Lobby



Hall of Honor



Auditorium



## CHANCELLOR'S REVIEW

“I’m proud to say that veteran and military-connected enrollment has passed the 5% of our total enrollment here at Syracuse University.”

—Chancellor Syverud,  
Syracuse University



## THE OFFICE OF VETERAN AND MILITARY AFFAIRS (OVMA)

- As the front door to the student veteran experience, the OVMA is a key differentiator for Syracuse University
- Includes one of the longest consecutively running ROTC, Student Veterans Organization, the Office of Veteran Success, and Veterans Career Services

### Highlights

- Ranked the #1 private school for veterans by Military Times (#4 overall, five consecutive years in the Top 10)
- One Tillman Scholar (In its third year as a partner institution, Syracuse is one of only 15 Pat Tillman Foundation University Partners selected for its innovative veteran services, strong culture of support for military veterans and spouses, and its rigorous academic programs)
- 100% job placement for student veteran graduates seeking employment after commencement



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JPMorgan Chase & Co., Founding Partner

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