INTRODUCTION:
The Center for Adult and Veteran Services provides programs & services for non-traditional students:
• Adult learners
• Military-connected students
• Parenting students

CAVS: A SNAPSHOT
Adult Learner Newsletter, Servicemember Dispatch, and Blackboard Resources for Adult Learners
• Users completed 89% of credits they attempted.
• 20% of users are from underrepresented groups.
• Average age of a user is 30.
• Newsletter open rates are 49%.

OUTCOMES ASSESSED IN 2019
1. Military-Connected Student Satisfaction
2. Newsletter and Online Services Impact on Learning
3. Economic Impact of VA Educational Benefits

Economic Impact:
Processed over $4.6 MILLION in revenue from VA to KSU.

Next Steps
1. Leverage CRM products to engage parenting and military connected students in a virtual environment to increase engagement.
2. Continue work of Parenting Student Task Force to engage that population with online services – Apps, Newsletters, CRM products
3. Leverage VA and university resources to provide a programming model that meets the needs all military connected students. A necessary retention effort.

ANNUAL MILITARY-CONNECTED SURVEY
• 44% of respondents are under 25 years old
• 34% have majors in College of Arts & Sciences
• 75% have never been to a CAVS program
• 75% are “satisfied” or “very satisfied” with the online Intent of Enrollment form. Consistent with the 2019 survey, 79% indicate it saves them time.