



2020
NASPA
SYMPOSIUM ON
MILITARY-CONNECTED
STUDENTS

***The March of the Ten Thousand: Improving
Service Member Recruiting***

February 2, 2020 | Seattle North Renton, WA

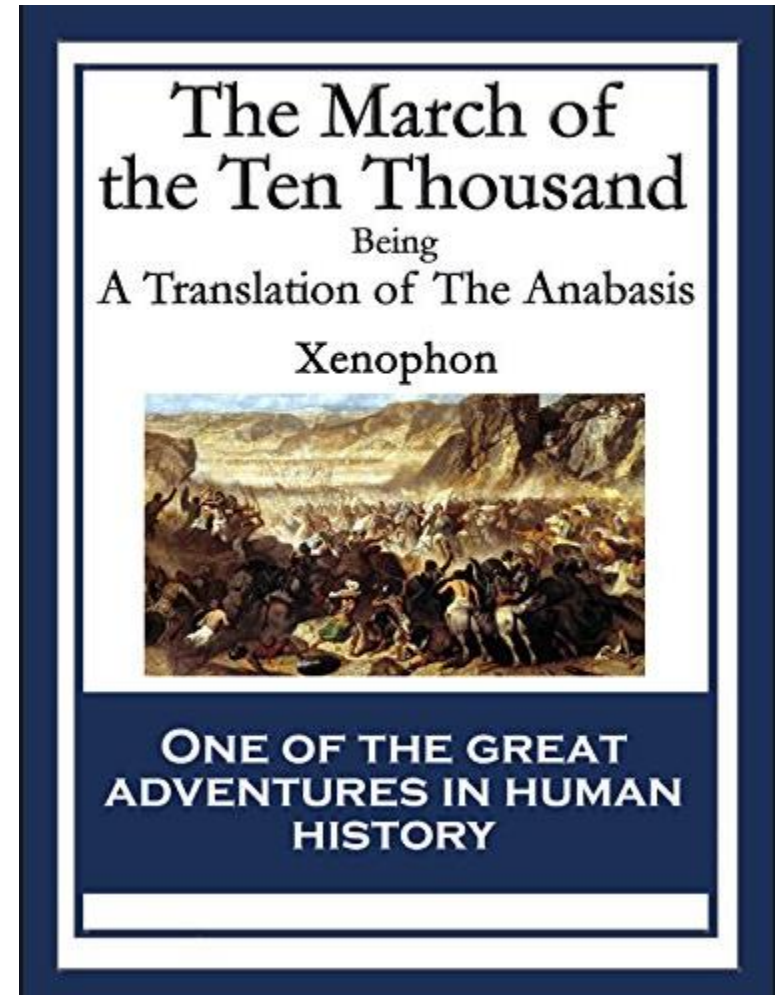
Panelists

- Bruce Shahbaz
 - College Board
 - Senior Director, Strategic Military Initiatives
- LeNaya Hezel
 - Georgetown University
 - Veterans Office Director
- Mary Fisk
 - Cornell University
 - Student Veterans Advisor and Program Manager

The March of the Ten Thousand

The March of the Ten Thousand is chronicled by Athenian historian Xenophon in his book the “Anabasis” which literally translates to the “The March up-country”(Grant, 10). The Ten Thousand was a Greek mercenary division comprised of Ten Thousand men who joined the rebellion of Prince Cyrus of Persia in 401 BC. Cyrus was rebelling against his brother, Artaxerxes, for control the Persian Empire.

<https://sites.psu.edu/cams180hoplite/battle-examples/march-of-the-ten-thousand/>



#SMCS20

@NASPAtweets



THE PERSIAN EMPIRE

490 B.C.

SCALE OF MILES

0 100 200 300 400



KEY

Limits of the Persian Empire ———

Route of Xenophon and the 10,000 - - - -



Veterans & Higher Education

Background and Context

"I never thought that I would be subject to the predatory acts that I experienced at DeVry. I trusted that the people working within the educational system had my best interest in mind. No one ever thinks this will happen to them, but my story shows that it can happen to anyone. I hope that by sharing my story, this will not happen to others."

- **Our Why:** [Eric Luongo](#) is a Navy Veteran, honorably discharged in 2003. Started college in 2007 and graduated in 2011 with an Associate's degree in graphic web design. He used GI Bill benefits and Pell grants while accruing over \$100,000 in student loan debt.
- **Facts:** In FY 2018, Over 708,000 Veterans have used Post 9/11 GI Bill education benefits:
 - Approximately 28% are women, 12% are African American, 14% Hispanic, and 5% Asian/Pacific Island.
 - 31% of the GI Bill tuition went to for-profit schools. (\$1.5 billion)
 - 65% of Veterans attend a school with a graduation rate under 50%.
- **Problem Statement:** How can College Board help Service members make more informed decisions on how to use their education benefits?



#SMCS20

@NASPAtweets



Service member Search

Novel pilot project based on successful traditional student program

- College Board has not used Search with non-traditional students or with CLEP.
- Starting in February 2019, Service members can opt in to Search when they register for a CLEP exam.
- 30 organizations & schools are participating in the pilot program.
 - Service to School
 - Posse Foundation Veterans
 - 23 four-year colleges/universities
 - 15 community and technical colleges

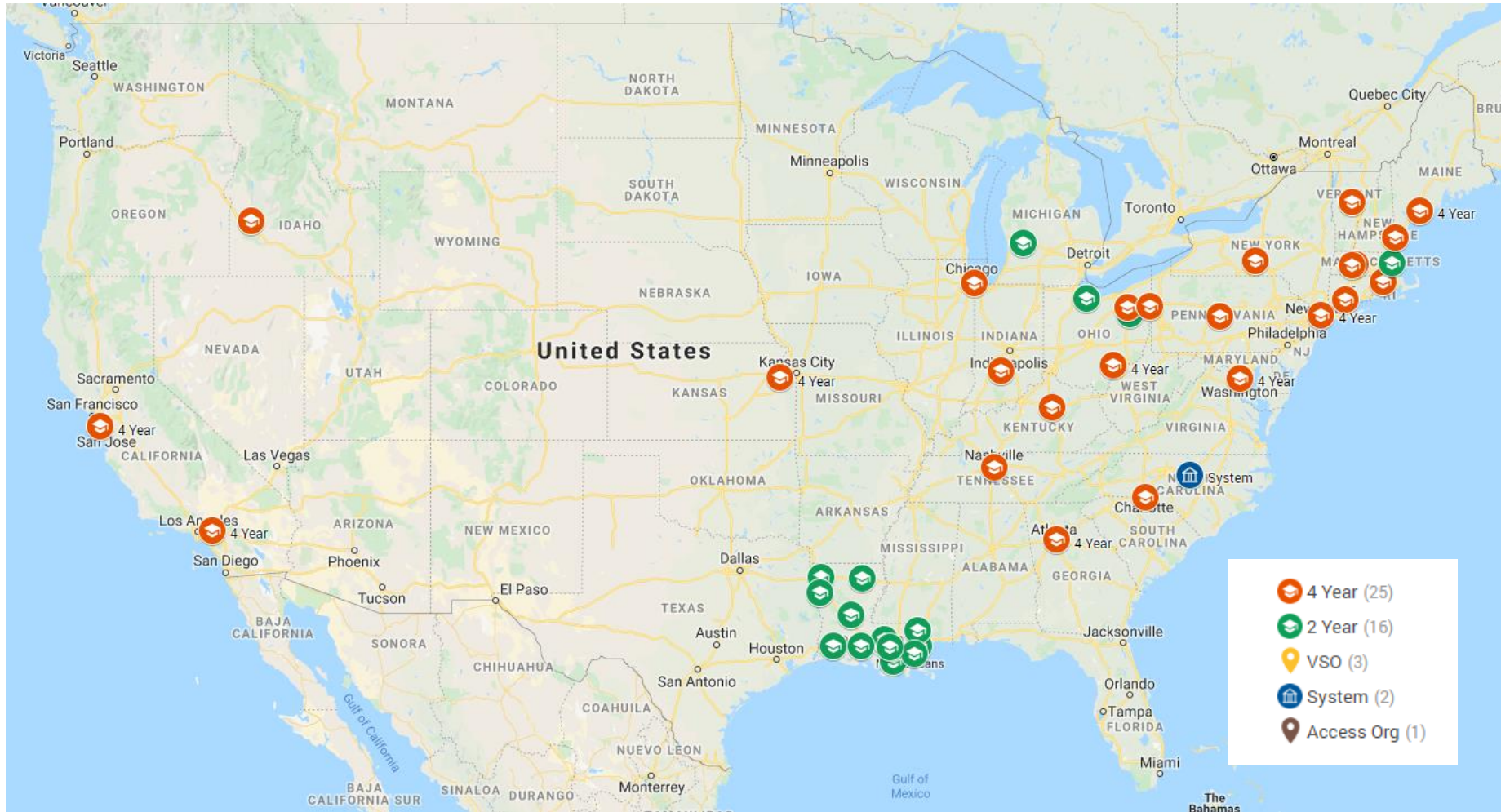


#SMCS20

@NASPAtweets



Schools Participating in the Pilot



#SMCS20

@NASPAtweets



NASPA

Student Affairs Administrators
in Higher Education

Service member Search

Data Fields

- Name
- Address
- Gender
- Date of Birth
- Student Identifier
- Ethnic Indicator
- Email Address
- **Military Service Separation Date**
- Anticipated College Enrollment Date
- Intended Major/Concentration
- College Preference – College Location
- College Preference – College Enrollment Type
- Past College Experience



#SMCS20

@NASPAtweets



NASPA[®]

Student Affairs Administrators
in Higher Education

Data Releases: Aug & Nov 2019 and Feb 2020

In the first ten months:

- ~6,500 opted-in and took a CLEP exam
- 4,430 passed one or more CLEP exams (68%)
- 1,989 got a “B” score or better on at least one exam (31%)
- Over 70% have one-year or more remaining in their military service

Diversity of Experience and Demographics:

- 75% of the Service members are male – 25% female (DoD is ~17% female)
- 42% of the Service members are Caucasian/white
- 34% are African American/black
- 8% are Hispanic

Additional data releases quarterly

NOTE: preliminary analysis of Feb data



#SMCS20

@NASPAtweets



Questions?



Bruce Shahbaz

Senior Director, Strategic Military
Initiatives | Service Member and Veter...

LinkedIn profile



College Board
bshahbaz@collegeboard.org



#SMCS20

@NASPAtweets

