

Surviving to Thriving as a one person VRC

Steve Leader, MBA leader@chapman.edu

Name	ARF#	Name	ARF #
CUNY Hostos Community College	42	University of Wisconsin Eau Claire	274
Lake State Region College	69	Jefferson State Community College	317
Moraine Park Technical College	70	Bellevue College	324
OSU Newark	79	Midwestern State University	367
Roanoke College	81	Craven Community College	407
Georgia Northwestern Technical College	104	Wayne State University	414
Central Community College	119	Gwinnett Technical College	457
Simmons University	124	North Dakota State University	507
University of Michigan Dearborn	132	Grand Valley State University	526
Gateway Technical College	169	Mt San Antonio College	596
Millersville University of Pennsylvania	191	Coastal Carolina University	703
Washing State University Vancouver	242	Georgetown University	1060
University of Washington Bothell	253	Washington State University	1280
Bakersfield College	272	Oklahoma State University	1726



Advocacy

Building for...

Space Money Personnel

With <u>Student led</u> & Constant Pressure

Efficiency

Finding in...

Admissions
Certifications
Ch 31 Invoicing
VA Work Study
Club Advisor
Compliance
Student questions
Alumni
Much more...



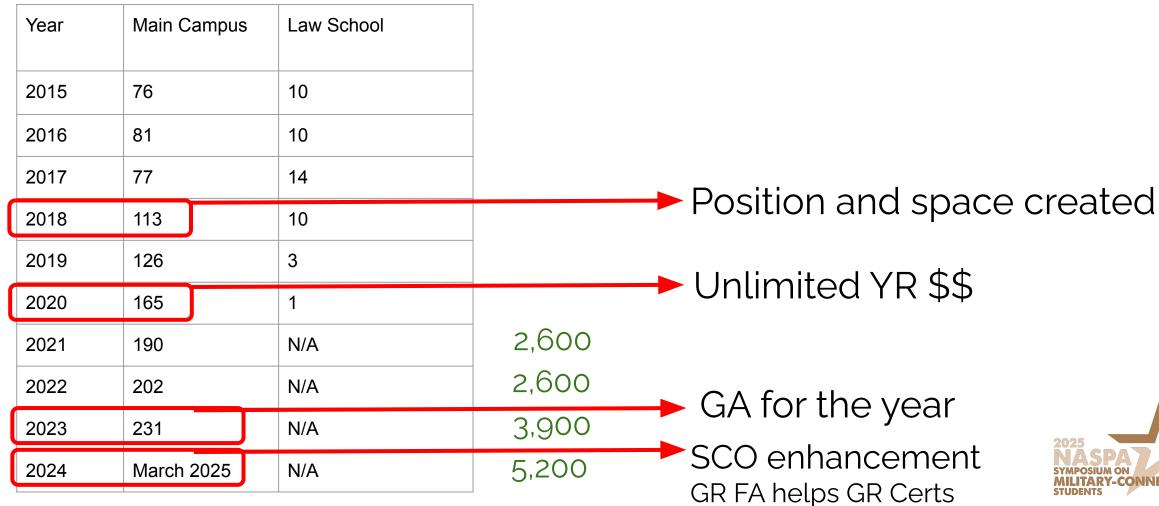
What is Chapman?

- -Tier 2 Research, Nationally Ranked, about 10,000 students.
- -Orange County, CA.
- -3.54 average UG Transfer GPA.
- -VRC 231 sq ft on outskirts of campus.
- -Revived SVA club Fall 2023.
- -Used to own Brandman University (epiphany)



History

200 magic number @ Chapman



FAFSA debacle and Enrollment Cliff

Our Story







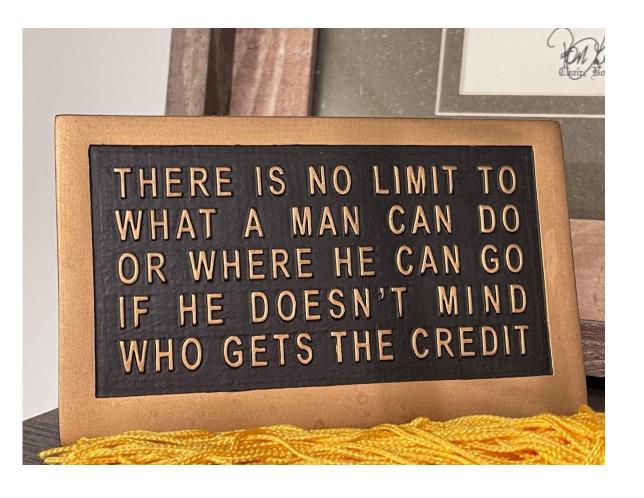
Coming Fall 2025



What do you have control over?

- 1. Website
- 2. Social Media to include your LinkedIn (how you advocate)
- 3. Academic Catalog (VRC section)
- 4. Info on GI Bill Comparison Tool
- 5. Hallway/Office door
- 6. What you wear
- 7. Events
- 8. Decorations (cubicle, office, hallway, VRC)
- 9. Your attitude
- 10. Email signature
- 11. Your CRM
- 12. Skills: campus fixer/hanger







It's OK to have someone else do what you want to do if you have lack of time. Empower others and mission first!



Advocacy: to start with

- 1. Know your population and the numbers. **Who is this?**
- 2. Your population is invisible!
- 3. Mission/Vision Statements.
- 4. Strategic Plan (Current year, 1-3, 3-5 years)
- Have your elevator pitch.
- 6. Census data and then publish your metrics.
- 7. Get Org Chart and add everyone to your LinkedIn.
 - a. Marketing campaign
- 8. Comm plan with each School: Law & Business.
- 9. Badges: US News, MFS, etc... (be careful).
- 10. Thank you cards/special notes/holiday cards
- 11. Hero of Heroes



Metrics

- 1. # VA students by benefit, ROTC.
- 2. Gender, age, major, GPA, transfer (feeder schools).
- 3. VA monies received & Ch 35 students, room/board.
- 4. % of student body & by major.
- 5. # of visits, leads you generated, appointments, calls about non institution issues.
- 6. Satisfaction surveys.
- 7. Visits to community colleges and DoD installations.
- 8. **HSI, male, transfers and male GPA are important to us.**
- 9. Graduation & retention data.

Advocacy continued - Offices

Registrar

Advising

Academic Catalog

Disability Services

Health Services

Psychological Services

Dean of Students

Admissions

Alumni

Advancement

Campus Safety

Fire Safety

Legal/Compliance

HR

Athletics

Centers....

Catering/25Live

Orientation

Marketing

Institutional Research

Facilities

There are more...

Not all partnerships work out today.



Educate them and ask, "what should I be doing?"

Advocacy on campus

- 1. Campus Newspaper/radio station/TV.
- 2. SGA and subcommittees.
- 3. Advisory Boards/Board of Trustees.
- 4. Orientation leader.
- 5. Congressional Representative.
- 6. Satisfaction Survey (VRC and Dean of Students).
- 7. I am Chapman.
- 8. Banners, bulletin boards, hallway.
- 9. Your space.
- 10. Who you report to.
- 11. Now Jared Lyon from SVA coming to campus



Advocacy Off Campus

- -VFW, American Legion, DAV, JROTC programs
- -Military/Veterans Collaboratives (Region 8)
- -City/County/State & Federal Representatives (advisory boards), Dept of Rehabilitation
- -VA locations, ELR & SSA
- -Share the glory of other school successes
- -Other Non-Profits (town and gown)
- -Military contractors
- -Adopt a Highway
- -Anything that I missed that works for you?



Personnel

- -Make your position efficient
- -VA Work Study
- -Graduate Assistant
- -Additional Duties (reward)
- -Enhancement Process (be ready, submit yearly)
 - 1. Job Description (update yearly)
 - A. Take things off plate until SCO can be hired
 - 2. Update your description
 - 3. Update your strategic plan (align with your school)
 - 4. Market Research (data is needed to move money)

PEER (R2 National from IRADS)

Download data on all schools (XLS)

Institution	City	State	Туре	2019-2020	2020-2021	2022-2023	% Change ('19-'23)	% Population (FTE UG/GR)
Chapman	Orange	CA	PRIVATE	165	190	231	40%	2.3% (9,961)
Clarkson	Potsdam	NY	PRIVATE	87	77	63	- <mark>27.59%</mark>	1.75% (3,603)
Duquesne	Pittsburgh	PA	PRIVATE	219	222	210	-4.11%	2.58% (8,137)
Fordham	Bronx	NY	PRIVATE	617	536	429	-30.47%	2.66% (16,153)
LMU	Los Angeles	CA	PRIVATE	99	126	116	17.17%	1.13% (10,256)
Mercer	Macon	GA	PRIVATE	359	375	506	40.95%	5.54% (9,124)
USD	San Diego	CA	PRIVATE	641	655	708	10.45%	7.77% (9,110)

Chapman experienced a 16% increase from FA23 to FA24 students using the GI Bill®. We are hoping to double our SP23 transfer number of 11 going into SP25.

19 and at 15% of total UG transfers

FEEDER COMMUNITY COLLEGES

Institution	2019-2020	2020-2021	2022-2023	% Change ('19- '23)
Santiago Canyon	103	98	121	17.48%
Irvine Valley	276	267	242	-12.32%
Fullerton College	379	334	397	4.75%
Orange Coast	447	417	481	7.6%
Coastline	107	99	157	46.73%
Saddleback	unknown	unknown	unknown	unknown
Goldenwest	160	155	190	18.75%
Cypress	unknown	unknown	317	unknown
Santa Ana	283	230	230	<mark>-18.73%</mark>
Mt. SAC	581	527	593	2.07%



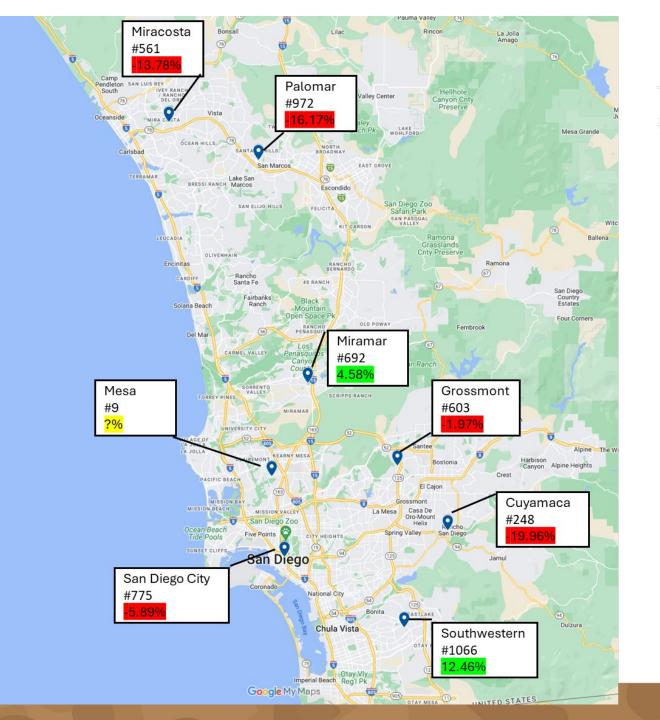
LOCAL PEER - PRIVATE

Institution	2019-2020	2020-2021	2022-2023	% Change ('19-'23)	%Population
Chapman	165	190	231	40%	2.3% (9,961)
USC	1311	1402	1284	<mark>-2.06%</mark>	2.72% (47,147)
Vanguard	60	55	76	26.67%	3.42% (2,219)
Concordia	113	98	121	7.08%	3.48% (3,481)
Redlands	140	124	107	- <mark>23.57%</mark>	3.35% (3,192)
PLNU	334	326	353	5.68%	7.85% (4,493)
Azusa Pacific	416	375	320	- <mark>23.08%</mark>	4.93% (6,487)
Biola	148	134	179	20.95%	3.37% (5,296)
CBU	532	516	585	9.96%	5.13% (11,407)
Whittier	33	23	22	-33.33%	2.56% (859)

I believe that we should be at 3.0 to 3.5, which would be an increase between 67 to 117 additional students.

LOCAL PEER - PUBLIC

Institution	2019-2020	2020-2021	2022-2023	% Change ('19-'23)	%Population
UC Irvine	454	513	579	27.53%	1.58% (36,582)
UCSB	286	303	359	25.52%	1.37% (26,068)
UCSD	767	940	1116	45.5%	2.63% (42,376)
UCLA	839	705	808	-3.69%	1.73% (46,678)
CSULB	666	795	783	17.57%	1.94% (40,278)
CSUSB	400	432	511	27.75%	2.70% (18,925)
SDSU	1433	1779	1888	31.75%	4.81% (39,241)
CSUF	748	819	925	23.66%	2.20% (41,962)
UCR	389	420	503	29.30%	1.90% (26,426)

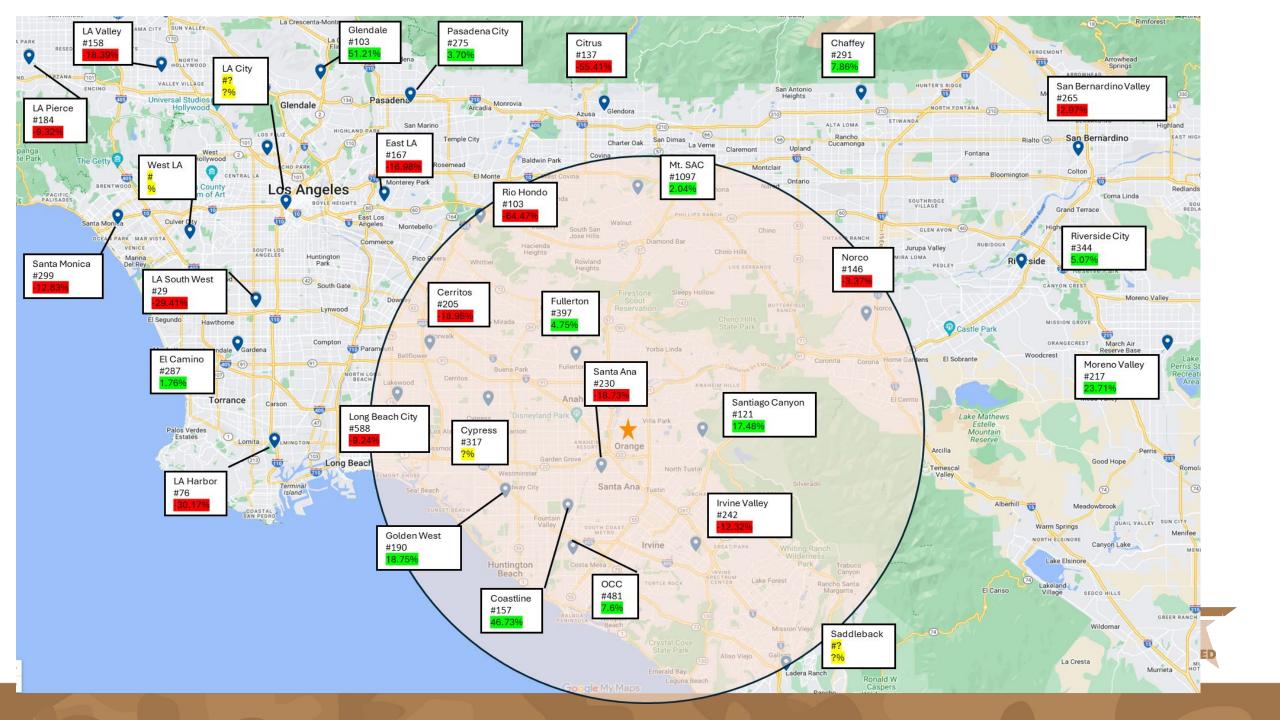


There are 4,926 students utilizing the GI Bill $^{f e}$

There are 4,926 students utilizing the GI Bill® shown here.

Are veterans bypassing CC and going directly to 4 years?





Calendar

Auto Emails to Students



Admissions

- 1. Waive app fees and reduce enrollment deposits.
- 2. Your population is ALL military-connected students.
- 3. Virtual appointments, Discover Chapman Events, etc...
- 4. Military Transcripts (did you know that you can request?)
- 5. Be a fake student and test your comparable schools!
- 6. **Get people to apply for benefits ASAP**. Pushing paper copies via ask.va.gov
- 7. My efficiencies: **auto emails per stage** (accepted/deposited), my checklist in Slate, Entitlement Check, communicate with parents too.
- 8. Admissions Committee









Applicant



rd Timeline UG 2025 Awaiting Decision ■ UG 2024 Profile Materials Details Military Details
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Military Information

Current Dependent Military Status

VA benefit Ch 33 Post 9/11

Military Branch Navy Yes

Verified Entitlement Yes

Entered into Veterans Benefit Summary

Entered into Enrollment

Manager

Ch 33 100% 26 months Notes

Ch 35

Yes

dad 30 years navy

Applied for 33/35 mid may

Edit









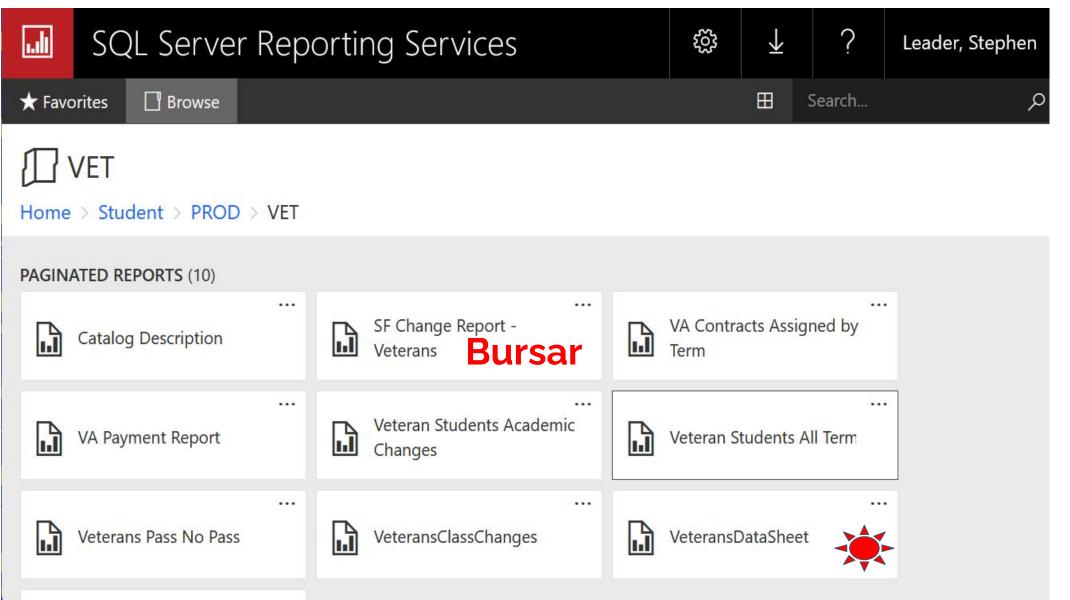


Example of an awesome benefit consultation



Certifications

- 1. Access to VA Enrollment Manager/Tungsten Network
- 2. Tech Manual: Parent Letters, Study Abroad, P/NP Classes, dropping below full-time, dependent verification for ID card/health insurance.
- 3. Do not collect COEs. Barrier to recruitment.
- 4. My efficiencies: 3 large monitors, quad chart, 33 calculator for YR, auto reports, data management, method for recording information (questions, calls, to-do list), Ch 31 tracking, and access to advising notes. .
- 5. Debt tracker.



Financial Aid changes in Peoplesoft



ID# Name Branch: Status: Spouse:

Email DOB Dependent: Y

Majors: Broadcast Journalism & Doc BFA

Cat: Fall 2024 ExpGrad: Spring

Adding Academic Advisor email

Class Schedule Spring 2025 16 credits

++ denotes "courses not used" for UG only, ** denotes courses which should be checked manually

BRJL-305 Social Media Mobile Journalism 3cr, T 4:00PM-6:50PM, 2/3 - 5/24, M Carra FP-115 Editing I 3cr, T 7:00PM-9:50PM, 2/3 - 5/24, S Schenk FP-133 Audio Techniques 3cr, M 4:00PM-6:50PM, 2/3 - 5/24, M Kulewicz

++ITAL-101 Elementary Italian I 3cr. MWF 9:00AM-9:50AM, 2/3 - 5/24, S Mattavelli MATH-203 Introduction to Statistics 3cr. MW 2:30PM-3:45PM, 2/3 - 5/24, K Tu ++PA-147 Lacrosse Team 1cr, MTWRF 11:00AM-1:00PM, 2/3 - 5/24, J Kallas

Past Terms

Minors:

2254, Spring 2025, Ch 33YR 0% 2252, Interterm 2025, Ch 33YR 0% 2248, Fall 2024, Ch 33YR 0%

Financial Aid accepted for 2254 in Aid Year 2025

Yellow Ribbon Match 11.810.96 Hesperian Scholarship 7,000.00

Business Account Activity for 2254

12 Meal Plan 2.938.00 19 Meal Plan 0.00 Associated Student Fee 80.00 Authorized by VA C33 -2,545.09 Authorized by VA YR -11,810.95 Health Center Fee 122.00 Lab Fee UG FTV (BRJL 305) 75.00 Lab Fee UG FTV (FP 115) 300.00 Lab Fee UG FTV (FP 133) 300.00 Residence Hall 5.969.00 Student Payment ACH -8,907.00 Tuition Undergraduate 32,290.00

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Chapter 33 Post 9/11 Course Justification Worksheet (CJW) UNDERGRADUATE: 2024-2025 Academic Year

Date Updated	12/4/24
VA Eligibility:	100%
Eligibility Cap:	\$28,937.09
Yellow Ribbon=0	0
Yellow Ribbon=2	Yes

T								Eligibility Cap:	T. T								
								Yellow Ribbon=0	0								
Last Name:			First Name:			Student ID#:		Yellow Ribbon?	Yes								
Semester Eligibility %:	100%	100%	100%	100%	100%	100%	100%	100%	Totals								
Reg Units (residential/online):																	
(Term Dates):	8/26/24-12/14/24		1/6/25-2/1/25	2/3/25-5/24/25													
CU Certifiable Charges	FA 2024	FA 2024	INTER 2025	SP 2025	SP 2025	SU 2025	SU 2025	SU 2025	Annua								
Chapman Tuition:	\$32,290.00			\$32,290.00					\$64,580.00								
Chapman Fees:	\$202.00	-		\$202.00					\$404.00								
Chapman class Fees:	\$1,375.00			\$1,300.00					\$2,675.00								
Chapman Other Fees:									\$0.00								
Total Tuition & Fees	\$33,867.00	\$0.00	\$0.00	\$33,792.00	\$0.00	\$0.00	\$0.00	\$0.00	\$67,659.00								
Financial Aid																	
Cal Grant A/B Tuition Restricted								· ·	Ĩ								
Tuition restricted Scholarships	\$6,000.00			\$6,000.00													
Other																	
Other 2																	
Total Financial Aid	\$6,000.00	\$0.00	\$0.00	\$6,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$12,000.00								
Net Tuition & Fees																	
Net Tuition	\$26,290.00	\$0.00	\$0.00	\$26,290.00	\$0.00	\$0.00	\$0.00	\$0.00	\$52,580.00								
Net Fees	\$1,577.00	\$0.00	\$0.00	\$1,502.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,079.00								
Total Net Tuition/Fees	\$27,867.00	\$0.00	\$0.00	\$27,792.00	\$0.00	\$0.00	\$0.00	\$0.00	\$55,659.00								
Chapter 33 Benefits																	
Tuition & Fees Benefits:	\$27,867.00	\$0.00	\$0.00	\$1,070.09	\$0.00	\$0.00	\$0.00	\$0.00	\$28,937.09								
Overpayment																	
Remaining Unmet Need																	
Tuition & Fees:	\$0.00	\$0.00	\$0.00	\$26,721.91	\$0.00	\$0.00	\$0.00	\$0.00	\$26,721.91								
		147				4											
Yellow Ribbon:							2		8								
VA Yellow Ribbon Match:	-		740	13,360.96	2	2		20	13,360.96								
Chapman Yellow Ribbon Match:	-	_	-	13,360.96		-	_	2:)	13,360.96								
35.																	
Term Balance Due:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00								
	The state of the s			40.00	Ţ0.00	\$0.00	\$0.00	70.00	70.00								
						Ø.		Final VA Benefit Awards will be determined by the Veteran's Administration.									

Comments:

Due to uneven YR amount, VAYR amount will be reported in VA Once portal as \$.01 less than CUYR amount shown above, during 1st VAYR match.



VA GI Bill Entitlement Check

			Pho	ne Number:				
855-225-1159			Tim	e Zone:				
Facility Code: 31	1980105							
	suggest to		Prog	gram:				
Chapman Unive	rsity		Conn	• Data				
			Star	t Date:				
Date:				ID#				
Name:				SSN				
DOB:								
Source:	ASK VA	Pho	ne Call	Sponso	or SSN/VA F	ile#		
GI Bill	1606	30	31	35: 10W	41A	42B	43C	44D
	33	%	V	AD	ADS	С	S	FRY
Delimiting date:				Foreve	r GI Bill			
Entitlement as of				Mor	nths		da	ays
								total days
Effective Date:			65					93
Currently using G	I Bill? Y	N						
	Nai	me of Schoo	ol:					
	Cur	ent Term e	nde:					
	Cui	ent remi e						
100			Sign	ed:				
Notes:								
Branch of Service				MOS				
		App	oly for VocR	ehab?		20% or	greater?	
Not eligible for GI	Bill Benefits			EAS/ET	rs:			350
on first 36th mon	ths of benefits?							
Have you applied	for the GI Bill?				30 to 3 \$1200			
Need 1995 or 549	95?				71200	a wall		
V: Veterans, AD:	Active Duty, ADS:	Active Duty	Spouse, C:	Child, S: Spor	ise, FRY			

6-hour exclusion?

Ch 35: Parents Name



Ch 31 VRE

- 1. Tracker
- 2. As a private school, student use Ch 33 1st semester and then transfer over to Ch 31. High Cost issue.
- 3. List of Why Chapman for Ch 31
- 4. How to get a hold of your VRE counselor
- 5. Tungsten Network
 - a. Purchase Orders
 - b. Invoicing (3rd party bookstore)

VA Work Study

- 1. **Ask for more hours**. Create a budget and maximize.
- 2. Job duties and trainings.
- 3. Above reproach with this one.
- 4. My efficiencies: Hire Ch 35 for VRC (have longevity) and veterans for club; we use Microsoft Teams (Group Chat); budget hours; tracker; keep VRC open as long as possible.
- 5. Have Senior VA Work Study position create shift schedule.



VA Work Study Tracker

Semester

Name

8691 submitted

Contract signed and submitted

Access to VRC

January, February, March, April, & May Timecard submissions.

- -Put on calendar for timecard submission.
- -Copy & Paste wording for ask.va.gov.



Club Advisor

- 1. SVA NatCon, SVA Regional Summits, SVA Washington Week, SVA Leadership Institute, partnership with local schools. This past year I let my club run solo - and result!
- 2. The club can do things that you cannot do. Vinegar vs honey and constant pressure.
- 3. What type of programming?
- 4. My efficiencies: Empower leaders, staff supported and student led, have a high level of trust, meetings during business hours, weekly leadership meetings, ask the club to Cc you on emails, Teams messaging, official email, centralized SM, and Canvas Den.

Compliance

- 1. This is never fun, but being proactive can reduce stress.
- 2. SSA/VA are not your enemy.
- 3. Have it on your calendar for when Academic Catalog is published.
- 4. Let administration know the process and importance.



Student Questions

- Have most common Q&A ready for copy & paste. Slate can do this through Snippets.
- 2. Create a **manual** for everything that a student/prospective student should know.
- 3. <u>www.LOOM.COM</u> is a great resource for creating video tutorials.
- 4. Have students sign up for virtual/in-person appointments for anything longer than a 5 minute question.



Alumni

- 1. Currently working with Alumni Relations.
- 2. Real time report of all students that used GI Bill since 1999.
- 3. Can include Brandman University up until 2007.
- 4. Building Advisory Board.
- 5. Using their SM and Quarterly Magazine.
- 6. Alumni will scrap the internet with paid service.
- 7. Use VA Work Study to find on LinkedIn.
- 8. Provide opportunity for SWAG and donations.
- 9. Event at Homecoming, graduation dinner, etc...



What should your VRC look like?

- 1. Smaller space in better location is always ideal.
- 2. Goal: to bring in students.
- 3. **Tour** every VRC in your area and take photos. Ask what works and what they wish they had.
- 4. Maximize space.
- 5. Be creative.
- 6. Aesthetics.



Space continued

- 1. Measured space, 231 sq ft. Our ARF was 231 too.
- 2. Engineering offered me a cubicle. I declined.
- 3. 5 story 1 stop shop building. I declined and got DoS to support.
- 4. Got space in our Entrepreneurship Center. Great partnership.
- 5. Invite people to your office and take photos! 18 prospective students in my space. Use strategically.



Budget

- 1. Grants
- 2. Donations (**TouchNet online**). You personally donate!
- 3. ARF
- 4. Actual budget, always spend first!
 5. Go to other local VRCs and check the plaques by front door to look for regional donors!
- 6. Look at local military contractors and partner with your advancement.
- 7. \$2000 from DEI
- 8. Alumni
- 9. Know your comparable school budgets
- 10. Enhancement process



Next 12 months

- 1. Re-evaluate my strategic plan.
- 2. House.
- 3. Tech Manual for student Q&A.
- 4. Website update.
- 5. Request to Certify eForm.
- 6. Alumni network.
- 7. Who on faculty/staff are military-connected?
- 8. Push hard for SCO position. I can survive well to 300 students, but the 2nd SCO will help us get to 350 faster!



10 things to do when you start

- 1. VA/SSA info and status of audit/program approval. WEAMS.
- 2. Data management: know & track your population.
- 3. Understand budget and find ways to fundraise.
- 4. VA Work Study.
- 5. Find pro-military partners on/off campus.
- 6. 5 year audit of students that have not graduated.
- 7. Know your digital presence.
- 8. Understand benchmarks needed for resources.
- 9. SCO required information (Office hours, debts, process)
- 10. Engage other offices on campus.

Quarterly VA Office Hours

- 1. https://vbatraining.adobeconnect.com/nttstrainingcalendar
- 2. https://vbatraining.adobeconnect.com/scocontactmatrix/default/index.html
- 4. https://vba-tpss.vbatraining.org/assess/trkSignIn?refid=XSCO
- 5. https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fbenefits.va.gov%2Fgibill%2Fenrollment-manager%2Fenrollment-manager-sco-user-guide.p
 https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fbenefits.va.gov%2Fgibill%2Fenrollment-manager%2Fenrollment-manager-sco-user-guide.p
 https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fbenefits.va.gov%2Fgibill%2Fenrollment-manager%2Fenrollment-manager-sco-user-guide.p
 <a href="https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fbenefits.va.gov%2Fgibill%2Fenrollment-manager-sco-user-guide.p
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- 6. https://vbatraining.adobeconnect.com/ptgxzsnw11w7/default/index.html
- 7. https://ask.va.gov/
- 8. https://www.my.va.gov/EducationFileUploads/s/
- 9. https://public.govdelivery.com/accounts/USVAVBA/subscriber/new?prefererces-true

 ces=true
- 10. https://www.tungstenautomation.com/products/einvoice-network

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