



Annual Report 2022-2023

LT. GEN. WILLIAM K. JONES MILITARY-AFFILIATED STUDENT CENTER

masc.ku.edu



We serve as KU's centralized resource for the Military-Affiliated community, enabling our students to achieve their academic, personal and professional goals as they move to, through and beyond the university.

KU Academic Success

academicsuccess.ku.edu

“Thank you for everything. You know, for as large of a school as KU is, I’ve been pleasantly surprised with how personal the service feels and how helpful everyone has been.”

- Military-Affiliated student



MILITARY-AFFILIATED COMMUNITY

About the Center

The Lt. Gen. William K. Jones Military-Affiliated Student Center, or MASC, serves as a centralized resource and location for KU's current and former military, spouses, dependents, ROTC students and allies to find information, services, support and a community of care. We want to ensure all Military-Affiliated students are empowered to achieve their academic and professional goals as they move to, through, and beyond the university. We also strive to create an environment where all feel a sense of belonging while at KU.

The hub of our operations is a nearly 3,000 square-foot center in 345 Summerfield Hall, which features a lounge, study and meeting rooms, a break room, several computers, free printing/copying/scanning services, CAC readers for current military, and headquarters for the KU Student Veterans of America student organization.

Staff offices in the center's footprint provide easy access to answer questions and provide assistance. Staff are also available remotely.

In addition to serving students on the Lawrence campus, we provide information and assistance to faculty and staff who work with Military-Affiliated students at KU's other campuses and sites – including the Edwards Campus, KU Medical Center's campuses, and the Leavenworth education site.

Our Students

Fall 2022 Military-Affiliated Student Numbers

Total Military-Affiliated Students	1,504
Undergraduate Students	1,095
Graduate Students	409
Lawrence Campus Students	1,387

Military-Affiliated students have the option to self-identify on undergraduate applications or are identified if they are using VA or military-related education benefits or if they share their identity with the Military-Affiliated Student Center.

The Military-Affiliated population is comparable in size to KU's international student population (1,707 Fall 2022).

POINTS OF PRIDE



National Veterans Leadership Foundation

National Alliance Member

KU is one of 16 diverse institutions across the country part of NVLF's National Alliance.

NVLF partners with universities to enhance experiences and outcomes for veterans and military-connected students. NVLF's core programs seek to empower students as leaders, engage campus leadership, grow community support, and build career partnerships.



Military Friendly

Tier 1 Research Institution

We were one of just 250 schools to earn the Military Friendly Gold Award designation for leading practices, outcomes, and effective programs. This is the sixth year KU has received the Gold Award. We also ranked:

- 53rd among public schools in *U.S. News & World Report's* 2022-23 "Best Colleges for Veterans," up three spots from last year.
- 2022 "Best for Vets" school in the annual *Military Times* survey.



VA VetSuccess on Campus Program

KU is one of 104 schools nationwide with VA's VSOC program. This program provides a VA Vocational Rehabilitation Counselor to each VSOC School to provide peer-to-peer counseling and referral services. VSOC counselors ensure that veterans receive the support and assistance needed to pursue their educational and employment goals.

Academic Success Strategic Priorities

Priority #1 Personalize the new student experience and establish foundational campus knowledge for all incoming students.

Welcome Letters

We mail welcome letters to military-affiliated students who have been admitted to KU. These letters are signed by students with various military identities to help students know they have at least one other student with whom they share a military-affiliated identity. The letters also contain information about using various military-related benefits and information on the MASC.

We mailed:

- 145 letters to Spring 2023 admitted students – a 98.6% increase from Spring 2022 (73)
- 1,095 letters to Fall 2023 admitted students – a 35.2% increase from Fall 2022 (810)

New Student Orientations

MASC staff participated in the 1.5-hour orientation Opportunities Fair at every new student orientation with several other campus offices and services.

We visited with:

- 13 military-affiliated students during the Spring 2023 orientation in January
- 216 military-affiliated students during 27 orientations June-August – an 11.3% increase from last year (194)



“Thank you so much for explaining everything so well, and I appreciate how clear everything is on your website. I know exactly what I need to do now regarding my (VA) benefits.” – Incoming Military-Affiliated student

Academic Success Strategic Priorities

Priority #3 Foster student sense of belonging through coordinated peer and community-based support programs.

Prospective and incoming student visits



We partnered with the Visitor Center so prospective and incoming students can schedule appointments to visit with MASC staff and tour the center as part of their on-campus visits/tours.

- 134 requests for visits from Aug. 1, 2022, to July 30, 2023 (up from 68 the previous academic year)

Military-Affiliated Student Center visits

3,542 visits to the MASC from Aug. 1, 2022, to July 31, 2023 – a 13% increase from the previous year (3,200).

The center is open and staffed from 8 a.m. to 5 p.m., Monday through Friday, during the Fall, Spring and Summer semesters, except for breaks (i.e. Fall/Winter/Spring/Summer breaks).

	Fall 22	Spring 23	Summer 23
Total visits per open day	1,895	1,529	107
Average visits per open day	21.29	19.35	3.06

Student employees

- 10 student employees during AY2022-23 (student hires and VA Work Study students)
- 8 VA Work Study students worked 2,236.25 hours in the Military-Affiliated Student Center. Because they are paid directly by the Department of Veterans Affairs a non-taxable income of the equivalent of minimum wage, the VA Work Study program provided the equivalent of **\$16,212.81** worth of student staff support to the university.

Veterans Day Week

Veterans Day Week marks one of our signature series and partnerships with campus units. We advertised 10 activities/events between Nov. 5-13, 2022.

The 2022 KU Vets Day 5K, our featured event and an annual KU tradition, commemorated the 100th anniversary of KU Memorial's Stadium dedication. A record 669 participants signed up – 450 in person and 219 virtual participants from 28 states, Washington, D.C. and nine countries.

All 5K proceeds benefit KU's Military-Affiliated Student Center, Veterans Alumni Network and Student Veterans of America chapter.

Priority #5 Support the mental, physical, and financial well-being of students through personalized referrals and collaborative programming

Student Interactions

Students – and families, staff, etc. reaching out about/on behalf of students – can contact the MASC via email, webform, phone, walk-ins, virtual/in-person appointments, and Skype/Teams/GroupMe.

During the 2022-23 academic year, we saw a 11% increase in student interactions in the MASC from the previous year.

	2021-22	2022-23
Total number of interactions	2,148	2,381

Purpose of interaction	2022-23
Education Benefits (VA, TA, etc.)	56.71%
MASC Program/Event/Service	8.23%
Financial Aid/Scholarships	7.54%
Billing/Accounts	7.09%
Armed Forces Residency Benefit	5.71%
Enrollment	5.57%
Applying/Admissions	2.39%
Campus Resources	2.39%

Armed Forces Residency Emails

We worked with Admissions to generate automatic emails in Slate to all Summer/Fall 23 out-of-state admitted undergraduate military-affiliated students, letting them know about the Armed Forces Residency Benefit and encouraging eligible students to apply.

From April to August 2023, Slate sent 502 emails:

- 501 emails were delivered
- 339 unique opens, 840 total opens

KU Military-Affiliated Scholarships

Thanks to generous donors, KU offers several military-affiliated scholarships. During the 2022-23 academic year:

38

current/former
military students
received \$7,465 in
book scholarships

\$104,123

in other KU Military-
Affiliated
scholarships awarded

“Thank you so much
for your help
throughout (my)
situation! You’re a
lifesaver and I don’t
know what I would
have done without
your help.”

- KU Military-Affiliated student



KU Commencement 2023: MASC director April Blackmon Strange (second from right) celebrates with three graduating MASC student staff/VA Work Study students.



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Military-Affiliated Student
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