



2021-2022
ANNUAL REPORT

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



We ensure all military-affiliated students are empowered to achieve their academic and professional goals.



OUR SERVICES

Overview

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. 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 are located in the center's footprint to 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, including KU's other campuses and sites – including the Edwards Campus, KU Medical Center's campuses and the Leavenworth education site.

Service Across KU

- The [KU-Edwards campus](#) has a Veterans and Student Leadership Lounge and provides on-site service and support to all Military-Affiliated
- KU academic programs and certificates are available both on [Fort Leavenworth and in Leavenworth](#), Kansas, for military and civilians in the area.
- KU has a 4,000-member [Veterans Alumni Network](#).

POINTS OF PRIDE



Military Friendly Top 10 School

We were ranked as the fifth most Military Friendly Tier 1 Research Institution for the second straight year. This is also the fifth year KU has earned a Military Friendly “Gold” award.



Military Friendly Spouse School

KU was rated as a Military Friendly Spouse School. These are institutions that provide the best post-secondary education experiences for spouses of service members.



Best for Vets Public University

In the category of best public school in the central region, we ranked number one. We were rated as the number 13 public institution in the country.

POINTS OF PRIDE

VA Work Study students

A total of 10 student employees in 2021-2022 worked 1,586.75 hours in person and remotely supporting the center/military-affiliated students. 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 \$11,503.94 worth of student staff support to the university.

National Veterans Leadership Foundation (NVLf)

KU was invited to become a member of NVLF's National Alliance in 2022 – a consortium of military-veteran office directors from 16 diverse institutions across the country committed to serving Military-Affiliated students.

VA VetSuccess on Campus program (VSOC)

KU is one of just 104 schools nationwide to have the VSOC program. This program provides a VA Vocational Rehabilitation Counselor (VRC) to each VSOC School to provide peer-to-peer counseling and referral services.

ArmyIgnitED

The Department of the Army sunset its GoArmyEd tuition assistance online platform used by students and schools for 15 years and transitioned to ArmyIgnitED in March 2021. The new platform caused major issues for students and significant burdens/additional work on institutions worldwide. In response, the MASC assistant director became the temporary project coordinator and primary contact/customer service support for students and the Army. MASC worked in partnership with Student Accounts and Receivables, Office of the University Registrar and other relevant offices.

We managed approximately 550 enrollments for 130 soldiers over 6 semesters (Spring 21 to Fall 22, including summers). Since the rollout of ArmyIgnitED, we invoiced for \$382,937.50 with an additional \$10,500 in tuition assistance requests that were approved in Army IgnitED 1.0 before it closed Aug. 26, 2022, and will be re-invoiced in ArmyIgnitED 2.0 in 2022-23.

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 and sent to students who hold similar identities (e.g., a Guard member student signs letters sent to students in the Guard, etc.) 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:

- 73 letters to Spring 2022 admitted students
- 810 letters to Fall 2022 admitted students, a 17.2% increase from last year (691)

Prospective and incoming student visits

For 2021-22, we worked with the Visitor Center so prospective and incoming students could schedule appointments to visit with MASC staff as part of their on-campus visits/tours. We received:

- 68 requests for visits from Aug. 1, 2021 to July 30, 2022

Transfer Student Open House

The re-designed Transfer Onboarding and Orientation model allowed us to shift to an Open House model. The MASC was one of several optional offices for students to visit during that event.

- 11 military-affiliated students stopped by the MASC during the Open House

New Student Orientations

In Summer 2022, KU returned to in-person orientation sessions for first-year students. MASC staff participated in the 1.5-hour orientation Opportunities Fair at every orientation with several other campus offices and services. We visited with:

- 194 military-affiliated students during 26 orientations June-August

Priority #2 Coordinate academic support programs and technologies to promote an integrated student services model.

Jayhawk GPS (Guidance. Persistence. Success.) is KU's student success management system and provides students with quick access to their Success Team. In Spring 2022, we worked with Jayhawk GPS staff to import Military-Affiliated identities (Military-Affiliated student, possible VA benefits user, possible military TA user) as categories in Jayhawk GPS and assigned full-time MASC staff as students' "Military-Affiliated Success Coaches." This will allow students, advisors, instructors, etc. to both know we are an additional resource for the student and to be able to reach out to us directly with questions/for support.

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

3,200 **Student Visits** to the MASC from Aug. 1, 2021 to July 31, 2022.

The center is open and staffed from 8 a.m. to 5 p.m., Monday through Friday, during the Fall and Spring semesters, except for Fall Break, Spring Break and Winter Break.

	Fall 21	Spring 22	Summer 22*
Total visits per open day	1,726	1,319	90
Average visits per open day	21.85	17.36	2.57

* Summer 2022: Most classes were online.

48% increase in **Student Interactions** in the MASC from the previous year. We assume much of this can be attributed to the return of on-campus classes and our return to full on-campus hours, as well as an increase in the overall Military-Affiliated population from the previous year and increased interest in students considering attending KU in 2022-23.

	2020-21	2021-22
Total number of interactions	1,449	2,148
Average interactions per open day	N/A	8.63
Average interactions per student	1.67	2.05

Veterans Day Week

Veterans Day Week marks one of our signature series and partnerships with campus units. In 2021, we continued our collaboration with the Student Involvement and Leadership Center (SILC), opting for a lunch reception this year instead of a breakfast. Like many Fall 2021 events across campus, attendance was low. The annual KU Vets Day 5K returned to an in-person and virtual event. Nearly 400 in-person participants and nearly 200 virtual participants from 35 states and 5 countries participated as we commemorated the 30th anniversary of the end of Desert Storm.

Honor Cords

Each year, current and former military and ROTC cadets – undergraduates with an anticipated cumulative GPA of 3.0 or higher and all graduate students regardless of GPA – are eligible to apply for and receive red, white and blue honor cords. We were also able to have our in-person Honor Cord ceremony in Spring 2022.

A total of 129 students applied for and received cords:

- All KU campuses – 120
- ROTCs – 25
- Honor cord ceremony participants – 4

VETERANS DAY WEEK
NOV. 6-14, 2021

Salute to Service
NOV. 12, 7 P.M.
MEN'S BASKETBALL
\$10 tickets for veterans, military at: <https://bit.ly/BBSalute21>

Salute to Service & Pre-Game 'Thank You' Event
NOV. 6, TBD
FOOTBALL
Limited number of free tickets available. For info/tickets, call Lawrence Veterans Day Parade Association at 785-576-3765.

ROTC 24-hr vigil
NOV. 10-11, 6 P.M.-6 P.M.
MEMORIAL DRIVE
ROTC cadets & midshipmen will be posted at KU's war memorials.

Military-Affiliated & Nontraditional Student Breakfast
NOV. 11, 8:30-10:30 A.M.
BURGE UNION
Enjoy free breakfast. Students & families welcome. Come-and-go event. Sponsored by KU SILC as part of Nontrad Student Week.

Veterans Day Lunch Reception
NOV. 8, 11 A.M.-1 P.M.,
KS UNION ENGLISH RM
Light refreshments. Open to all students, faculty, staff. First 30 veterans through will receive a commemorative coin. Sponsored by the KU Office of DEIB.

Leavenworth Vets Day Parade
NOV. 11, 10:30 A.M.
KU will participate in the parade. To take part, contact Beth Tucker, btucker@ku.edu.

Marine Corps Birthday
NOV. 10, 2-3 P.M.,
WESCOE BEACH
Free cake for all, courtesy of KU SVA. First-come, first-serve, while supplies last.

Wreath Laying
NOV. 11, 11 A.M.
CAMPANILE
To recognize the sacrifices made by those who have served in the Armed Forces.

Kansas Veterans Virtual Memorial Wall Open House
NOV. 11, 12-4 P.M.
DOLE INSTITUTE OF POLITICS
Interact with the exhibit and enjoy reflective music while honoring Kansas veterans and their families. More info at doleinstitute.org/calendar.

KU Vets Day 5K
NOV. 14, 9 A.M.
MEMORIAL STADIUM
The annual 5K goes through campus, past KU's war memorials and supports KU military-affiliated students. Open to the public, and virtual option available. Volunteers also needed. Register in advance at kuvetsday5k.com.

KU THE UNIVERSITY OF KANSAS

More info at: masc.ku.edu/get-involved

“Out of all the military and VA reps we have spoken with, you have been the most helpful when it comes to understanding what all benefits and scholarships are available.”

- KU Military-Affiliated Student



Lt. Gen. William K. Jones
Military-Affiliated Student
Center



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