Strategy for Expansion
Our mission is to prepare transitioning servicemembers and veterans for their next chapter of leadership by helping them gain admission to the best college or graduate school possible.
CURRENT STATE
Veterans assisted by program

Number of Veterans Assisted by Program

- Undergrad
- MBA
- JD

www.service2school.org
Veterans assisted by branch of service

- Army: 40.0%
- Navy: 24.0%
- Marines: 21.0%
- Airforce: 13.0%
- Coast Guard: 2.0%
**CURRENT STATE**

---

**OPPORTUNITIES**

- **220%**
  - Growth in support for Veteran Undergraduates

- **116%**
  - Growth in support for Veteran Grad students

**Focus**

- On expanding services for Enlisted Veterans

**VETERAN GROWTH IS ATTRIBUTED TO**

1. Improved outreach and marketing
2. Success of the VetLink program garnering national attention
3. Staff and volunteer growth
4. Availability of on-demand virtual resources

---

www.service2school.org
Our flagship program, VetLink
660+

Enlisted veterans have applied, gained admission, and matriculated to Vetlink schools

VetLink Partner Schools are considered some of the best institutions in the world known for academic excellence, aspiring students, leading-edge research, and high graduation rates

VETLINK SCHOOL PARTNERS INCLUDE

Amherst College
Arizona State University
Bates College
Boston College
Bowdoin College
Brown University

Carleton College
Colgate University
Cornell University
Dartmouth College
Emory University
Harvard University

Johns Hopkins University
MIT
Pomona College
Princeton University
Smith College
Stanford University

Swarthmore College
Syracuse University
University of Chicago
University of Michigan
Texas A & M University
Williams College

Yale University
University of Notre Dame
Villanova University

www.service2school.org
OPPORTUNITIES
While we have grown significantly, we believe there is an opportunity to serve 40-60K veterans
174K service members separate a year but only ~103K are likely or eligible to seek benefits

~134K service members receive benefits annually, this likely includes four years of transitioning service members

### Active Duty Separations (in 1000s)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>3 Yr Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>165</td>
<td>183</td>
<td>174</td>
<td>174</td>
</tr>
<tr>
<td>Retirement</td>
<td>25</td>
<td>28</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Behavior / Failure to Meet Reqs</td>
<td>44</td>
<td>46</td>
<td>42</td>
<td>46</td>
</tr>
<tr>
<td>Death</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>96</td>
<td>108</td>
<td>106</td>
<td>103</td>
</tr>
</tbody>
</table>

### Post 9/11 GI Bill Recipients

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>131</td>
<td>123</td>
<td>150</td>
<td>134</td>
</tr>
</tbody>
</table>

Key numbers

www.service2school.org
The data suggest a Total Addressable Market of **40-60K veterans a year**

1. Separation number is the exact number of veterans leaving in a year
2. The 9/11 recipients number represents veterans getting benefits over time
3. For example, if a veteran separates in 2017 and goes to college, she will receive benefits in 2017-2020
4. Therefore, the ~134K veterans receiving benefits is likely over 3-4 years
5. If ~300K vets leave over a 3 year period, with ~134K receiving benefits the TAM is ~45% of separating veterans

Assuming 40-60% gives us a TAM of 40-60k veterans a year

www.service2school.org
STRATEGY
To scale our program, we plan to expand our VetLink and undergraduate reach over the next **2-3 years**.
BY 2024

We plan to support **7K veterans** and reach **40 partner schools**

<table>
<thead>
<tr>
<th>Year</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans supported</td>
<td>4,000</td>
<td>5,500</td>
<td>7,000</td>
</tr>
<tr>
<td>VetLink Partner Schools</td>
<td>32</td>
<td>35</td>
<td>40</td>
</tr>
</tbody>
</table>

www.service2school.org
Key expansion levers

**School Partners**
Expand VetLink School Partners by adding 3-5 schools per year

**Strategic Partnerships**
Reach more veterans through strategic partnerships with the DoD and non profits while increasing targeted marketing

**Materials**
Develop & update virtual guidebooks, blogs, and webinars

**Virtual College Fair**
Host virtual college fair, open to all veterans and service members, with opportunity to meet 35+ colleges

www.service2school.org
We will reach more veterans through the following avenues

**Strategic Partnerships**
- Warrior Scholar Project
- Soldier for Life
- Marines Leadership Scholar Program
- Combined Arms Institute
- George W. Bush Presidential Center

**Virtual Resources**
- Online guidebooks
- Blog posts
- School Webinars
- Professional Development Webinars
- Higher ed informational recordings

**Marketing & Outreach**
- Social Media sharing & marketing
- Printed materials for DoD and Community Colleges
- Twice yearly college fair
- Website redesign & Google analytics

**Veterans Supported**
- 2500 FY 2020
- 7000 FY 2024

www.service2school.org
Partner School (VetLink) Expansion

We have established partnership with 27 undergraduate institutions.

We have identified an additional 90 schools that meet our eligibility criteria for partnership.

We plan to expand to the identified schools at a rate of ~3-5 schools per year, to reach 40 by 2024.

**FULL MEMBERSHIP:**
Our full VetLink membership is 33 including graduate schools and programs like Schwarzman Scholars.

**ELIGIBILITY REQUIREMENTS:**
Consistently graduate 70% or more of first-time, full-time students in six years.

Participate in Yellow Ribbon Program and be Title IV eligible.

Spend at least 50% of tuition and fee revenue on instruction as defined by IPEDS.

Members must demonstrate a commitment to access, success, and affordability.

**DEPENDENT UPON:**
Veteran demand for attendance at particular schools.

Geographic coverage.

Staff operational capacity.

[www.service2school.org](http://www.service2school.org)
Thank you