

Outreach Committee Project Proposal

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Applicant ID	APP-000216
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Funding Requested	\$0.00
Status	Submitted
Funded	<input type="checkbox"/>

Contact

Question: Entity name

Boise State University

Question: "Doing business as" (If applicable)

Boise State University

Question: Federal Tax ID Number

820290701

Question: Street address

1910 University Dr

Question: PO Box (If applicable)

Not Answered

Question: City

Boise

Question: State

Id

Question: Zip Code

83725

Question: Entity website

www.boisestate.edu

Question: Last name

Hunter

Question: First name

Sean

Question: Email address

seanhunter@boisestate.edu

Question: Contact phone

(208) 4264092

Project Information

Question: Project title

Workforce Development for Active Duty, National Guard, and Reserves

Question: Project manager first name

Sean

Question: Project manager last name

Hunter

Project Description

Question: Project description

The purpose of this project is to increase the number of Idaho military servicemembers (Active Duty, Guard, Reserves) who start or complete some form of postsecondary education or professional development by promoting usage of available military, state, and university financial benefits and support. This will result in servicemembers being more prepared for career opportunities after military service, as a positive correlation has been proven between higher education experience and success in the job market. Funding will be used to increase outreach to our target audience to promote usage of educational or professional development benefits by hosting several large community events, as well as targeted social media and ad campaigns. Upon completion of this project, Boise State will host a training event for other Idaho higher educational institutes on military workforce development as it relates to higher education and professional development.

Background

Education benefits are a primary reason for joining the military and are highly promoted through recruiters. Unfortunately, military members sometimes lack a detailed understanding of the benefits available to them, limiting the achievement and advancement opportunities of individuals while in the service along with their workforce options post-service. We are proposing a targeted outreach campaign for servicemembers in Idaho aimed at promoting accessibility for educational opportunities and increased workforce achievements. The addressable audience in Idaho contains approximately 8,600 servicemembers (3,300 Active Duty and 5,300 Guard/Reserve). The outreach will focus on degree completion, professional development, and training options that lead to in-demand careers in Idaho.

Grant funding would support outreach efforts from Boise State's Military Programs in 2019 to 2020. A large-scale launch event is planned for May, for the purpose of announcing pivotal policy changes and new initiatives. Its main goal is to spread awareness of the University's newly-approved tuition reduction model for servicemembers to local military leadership, governmental officials, student referral sources, along with other influential community members. This event will highlight education support available for Active Duty, Guard, and Reserves through their military service, the state of Idaho, and Boise State University.

Military Programs Launch Event:

Introduction of the new Boise State military tuition reduction model

Announcement of new initiatives from Idaho National Guard, Air Force, Boise State Veteran Services

Event hosted at Boise State University

Media coverage by traditional media sources, Gowen Field and MHAFB Public Affairs representatives

Additional proposed 2019 Outreach Activities

Educational events at Mountain Home and Gowen Field

Boise State & National Guard open Blue open House

Future events geared toward supporting higher education for military members

Promoting professional development for Active Duty and Guard members

Sources of background information and research on Military education benefit usage were collected in interviews/discussions with Idaho Army National Guard and Mountain Home Air Force base education service offices. Additional background information was sourced from the Rand report; "Are Current Military Education Benefits Efficient and Effective for the Services?"

Question: Campaign timeline

May 2019 through April 2020

May 2019 Military Program Launch Event
May 2019 MHAFB Education Event
May-Apr 2020 Social Media and ad campaign
Summer 2019 National Guard education event
Fall 2019 and Spring 2020

Additional directed outreach events for military audience in Idaho. To include professional development promotion.

Spring 2020 Training event for other Idaho higher educational institutes on military workforce development and higher education

Organizational Capacity Resume

Question: Please attach an organizational resume that demonstrates your organization's capacity to complete this project.

[Organizational Capacity Resume.pdf](#) (4/3/2019 10:40 AM)

Question: Please attach a resume or bio for the named project person.

[Biography for Project Manager, Sean Hunter.pdf](#) (4/3/2019 10:40 AM)

Budget

A project budget will need to be uploaded as part of the application process. Please click on the link to the Outreach Committee Project Proposal Budget. There will be an option to download the budget template. Please complete the template and upload to the appropriate question in this section.

[Budget Sheet](#)

Question: Budget

[Budget.pdf](#) (4/3/2019 10:46 AM)

Question: Budget notes

Boise State will provide salaries for efforts related to Boise State's portion of this outreach campaign to include Project Manager, Outreach Coordinator, and Marketing and Communication staff. Boise State will match dollar for dollar all money spent from this grant on

social media and ad campaigns. In addition, our unit will leverage all university discounted rates for event hosting.

Outcomes

Question: Entity responsible for tracking and reporting

Boise State University

Question: What is the potential for increasing the awareness of careers for Idahoans?

One of the goals of Military Programs is to provide servicemembers with guidance on long-term plans, including preparation for career opportunities after separation from the military. There is a common misconception that military service translates into job experience in the civilian world, but we often see that separated members and Veterans can struggle with job placement in their desired fields. One of the reason of this is failure to usage educational benefits (such at tuition assistance) while in the service. Studies show that using Federal Tuition Assistance (TA) will place a servicemember in a better position to complete their degree without out-of-pocket expenses. In addition, if servicemembers can take advantage of TA for themselves, this will allow them to transfer GI Bill benefits to their dependants for their education. This outreach funding support will lead to increase tuition assistance usage in Idaho and result in a more knowledgeable, productive, and skilled Idaho military workforce.

Outreach efforts will focus on online degree programs and professional development that align with military experience and in-demand careers in Idaho. Boise State online degree programs are designed with fulfilling in-demand careers in Idaho as one of the vetting criteria.

The Military Programs launch events will give us a platform to announce the University's new military tuition funding model to community leaders on a professional and publicized platform. At additional 2019 outreach events, we will connect to potential students one-on-one, helping answer their questions and provide the information needed to make informed decisions.

Conducting outreach activities allows us to guide individuals towards educational success, in turn feeding Idaho's job market with qualified and experienced professionals.

Question: What is the anticipated reach of the project?

Total addressable population in Idaho is an estimated 8,600 servicemembers. (3,300 Active Duty. 5,300 Guard or Reserve.) Audience demographics based on military demographics is 83% male and 17% female. Population is estimated to be 57% white (non hispanic) and 43% hispanic, asian, black/african american, or two or more races.

Outreach to Active Duty will be focused on Mountain Home Air Force base. Outreach to Idaho National Guard members will reach on all regions of Idaho to include rural communities as National Guard armories or servicemembers are present through out the state.

Question: What are the anticipated project outcomes?

Boise State University's efforts are aligned with Air Force and Idaho National Guard efforts to increase education benefit usage by service members. We anticipate these effects will results in increase post military workforce readiness, increase usage of Federal Tuition Assistance and State Educational Assistance Program, increase degree completion by service members during

and after military career, and increase post military career achievement. A secondary effect would be the increase transfer of Post 9/11 GI Bill benefits to dependents and spouses as military service members use TA and SEAP benefits to complete their educational degrees.

Question: What metrics and or reports will be delivered to the committee, and when?

Military servicemember educational attainment will be used to indicate increased workforce development. Military service indicators are self reported by students on University application data. For a variety of reasons, military students may fail to self identify. Because of this instead of using self reported self indicators, we will use educational benefit usage of Federal Tuition Assistance (TA) or State Educational Assistance Program (SEAP) as a military service indicator (each of these benefits is only available to currently serving members.) These benefit using students will be placed into a student group for data collection and tracking purposes. Boise State University will deliver the following metrics concerning Fall 2019 and Spring 2020 enrollments after university census date each semester for this student group. Note this data will be limit to military population attending Boise State.

Enrollments and Credit hours per

1. TA Online degree program undergraduate/graduate
2. TA In person degree program undergraduate/graduate
3. SEAP

In addition, Boise State University will continue to monitor this student group and report the following as it becomes available in future years.

Enrollment and Credit hours per

1. GI Bill of former TA or SEAP benefit user student group

Graduates or Degree Completion of student group from

1. Boise State University Associate, Bachelor, Graduate degrees
2. Service community colleges: CC Air Force, (coming soon CC Navy, Army University)

Finally, Boise State University will work with Mountain Home Air Force Base and the Idaho National Guard education offices to collect data on increased usage of educational benefits by current servicemembers.

Budget

Anticipated Outreach Grant Expenses:

Military Programs Launch Events	\$3,500
Additional 2019 Outreach Events	\$3,500
Social Media and Ad Campaigns	\$2,000
Training event for other Idaho higher educational institutes on military workforce development	\$1,000
Administrative and Travel Expenses	\$1,000
<i>Total</i>	<i>\$11,000</i>

Matching Funding and Additional Funding:

Social Media and Ad Campaigns match	\$2,000
<i>Total</i>	<i>\$2,000</i>

Biography for Project Manager, Sean Hunter

Sean Hunter is the Director of Community-based Educational Outreach Programs in the Extended Studies division at Boise State University. He provides leadership and oversight of all of Boise State's Extended Studies community-based educational outreach centers, staff, and initiatives. He facilitates the operational success of Boise State's outreach activities and regional sites, including innovative adult and non-traditional student focused academic programs, recruitment, and transfer assistance, community-engaged planning and priority setting, along with other efforts that enable Boise State to serve as an anchor institution within the communities we serve. Sean ensures that community-based educational outreach efforts focus on broadening access, expanding choice, and increasing enrollment for the adult and non-traditional student population throughout Boise State's service region.

In addition, Sean serves as an Officer in the Idaho Army National Guard in traditional status. Currently assigned as Executive Officer (second in command) for 116th Brigade Engineer Battalion consisting of over 500 personnel. Over his 16 year military career, he led and mentored hundreds of soldiers ranging from small teams (3-4 people) to companies of over one hundred people in a large variety of missions and locations to include Iraq, Haiti, Germany, and the southwest border. He is a Veteran of a combat tour in Iraq where he was the Army engineer in charge of over 150 construction projects costing over \$252,000,000.

Sean earned a Master's degree from Ohio State University and a Bachelor's degree from The College of New Jersey.

Additional details available by request or on LinkedIn:

<https://www.linkedin.com/in/sean-hunter-629567ba/>

Organizational Capacity Resume

Boise State University is a public, metropolitan research university providing leadership in academics, research and civic engagement. The University offers an array of undergraduate degrees and experiences that foster student success, lifelong learning, community engagement, innovation and creativity. Research, creative activity and graduate programs, including select doctoral degrees, advance new knowledge and benefit the community, the state and the nation. The University is an integral part of its metropolitan environment and is engaged in its economic vitality, policy issues, professional and continuing education programming, and cultural enrichment.

Boise State's Extended Studies division extends higher education beyond traditional boundaries. Experts at connecting with external and nontraditional audiences, we conduct educational outreach and partner with the University's academic areas to develop programs that address the diverse academic, professional development, and personal enrichment needs of the metropolitan area, Idaho and beyond.

Extended Studies contains Boise State's Military Programs, which serves Active Duty, National Guard, and Reserve members in multiple innovative ways. We work hand-in-hand with the Boise State's Veteran Services and the Center for Professional Development to support military members at all levels. Boise State's Military Programs empowers each servicemember and their dependents, strengthening the military community we serve by providing direct access and high quality educational opportunities that enhance the servicemembers' military and post-military civilian career.

Boise State Military Programs has relationships with both Mountain Home Air Force base and the Idaho National Guard spanning over five decades. Military Programs maintains an office at both MHAFB and Gowen Field to conduct outreach efforts, including academic advising and college credit testing services. Our outreach efforts are supported by Extended Studies Marketing and Communication team, Enrollment and Student Services, Center for Professional Development, Veteran Services, University athletics, and Academic departments. In addition, the strong brand affiliation of Boise State University athletics and "The Blue" allows outreach efforts to be particularly effective to a military audience.

Coordinating outreach activities for this demographic is at the core of our mission. This allows us to communicate the benefits of higher education, and how education can fit into servicemembers' busy lives. Boise State conducts educational outreach with a educational fiduciary responsibility to the student. We always guide with the student best interest at heart, so they can make the right educational decision for themselves. Online programs are the preferred delivery method for adults with life and workforce experience. We highlight our diverse portfolio of options that are designed specifically for non-traditional students, and help connect military members to the resources they need within the University and community.