



# PURDUE UNIVERSITY STUDENT VETERAN ORGANIZATION

OCTOBER 27<sup>TH</sup>, 2012

Kyle Thiele – President

# Overview

- ⦿ Background and Setting
- ⦿ Mission and Objectives
- ⦿ Strategy and Implementation
- ⦿ Accomplishments
- ⦿ Lessons Learned
- ⦿ Sustainability
- ⦿ Questions/Comments

# Background and Setting

- ◎ Purdue University
  - West Lafayette, IN
  - 39,256 enrolled students (fall 2012)
    - 57% - Male
    - 43% - Female
  - Student veteran population (fall 2012)
    - Over 400 enrolled
    - Another 300+ family members
- ◎ Purdue Student Veteran Organization Origins
  - 2007 – Four students, prior US Army Airborne soldiers, form a social group (un-official to Purdue) .
  - Non-Airborne student veterans express interest in joining
  - 2009 – Purdue Student Veteran Organization is formed (official to Purdue)
  - 2010 to 2012 – Large increases in membership

# Background and Setting

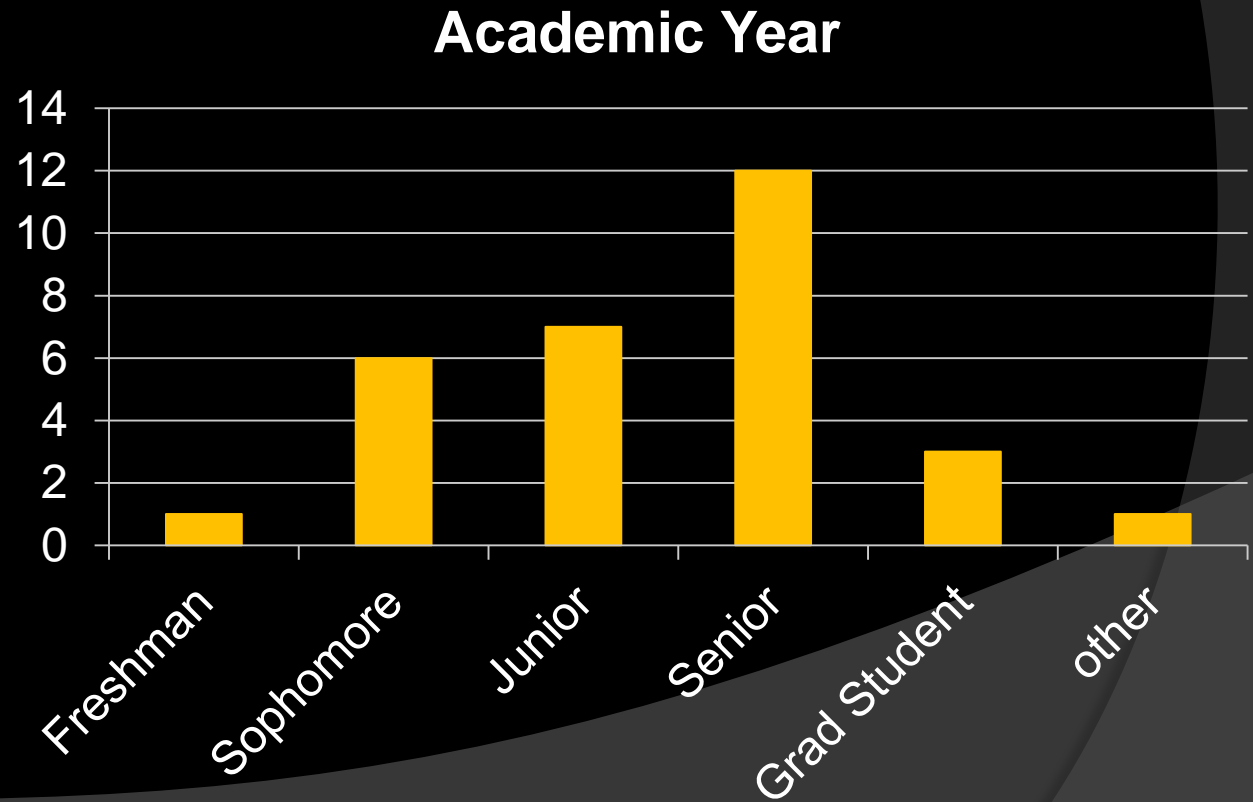
- ◎ President
  - Kyle Thiele; prior Air Force
    - Junior, Electrical & Computer Eng. Technology
- ◎ Vice President
  - Justin Butler; prior Marine
    - 1<sup>st</sup> year Pharmacy
- ◎ Treasurer
  - Andrew Running; Navy Reserves
    - Junior, Professional Flight Technology
- ◎ Secretary
  - Trevor Ringer; Air Force Guard
    - Senior, History
- ◎ Primary Advisor
  - Dave Hankins; retired Air Force
    - Purdue Homeland Security Institute

# Mission and Objectives

- ◎ To serve and support Purdue student veterans while they pursue and achieve their educational goals:
  - Help returning vets adjust to a successful student life
  - Serve as a conduit between students and the University
  - Reach out to other veterans via service projects and volunteerism
  - Cooperate with veterans' organizations around the state and country
  - Serve as a social organization for veterans

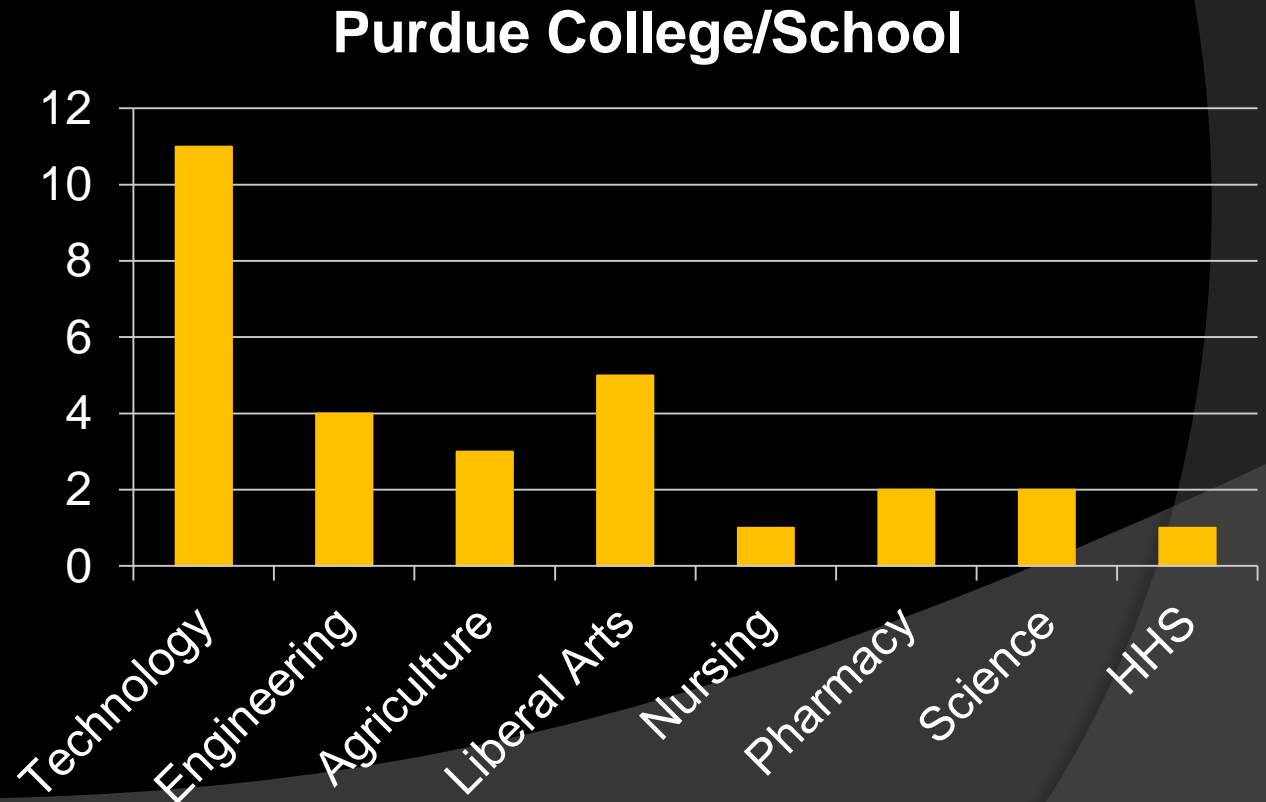
# Strategy

- Survey
  - 31 member responses



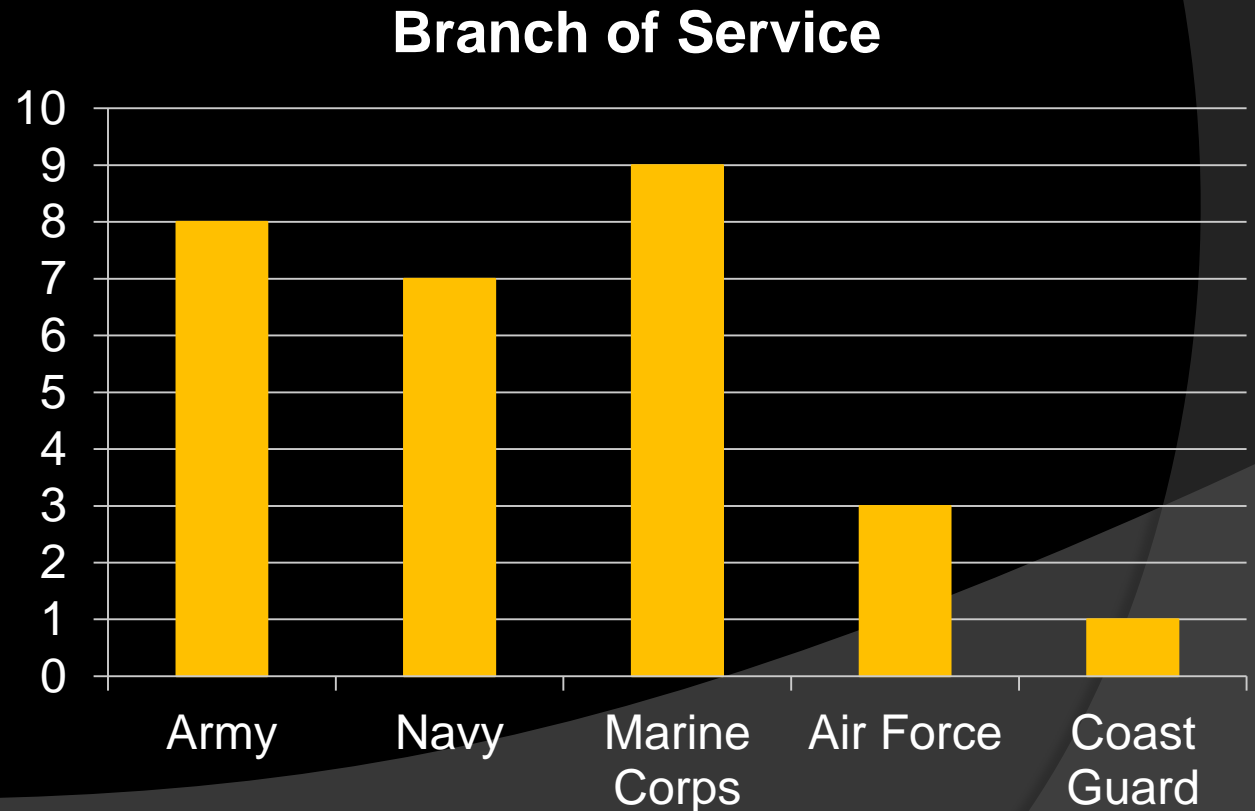
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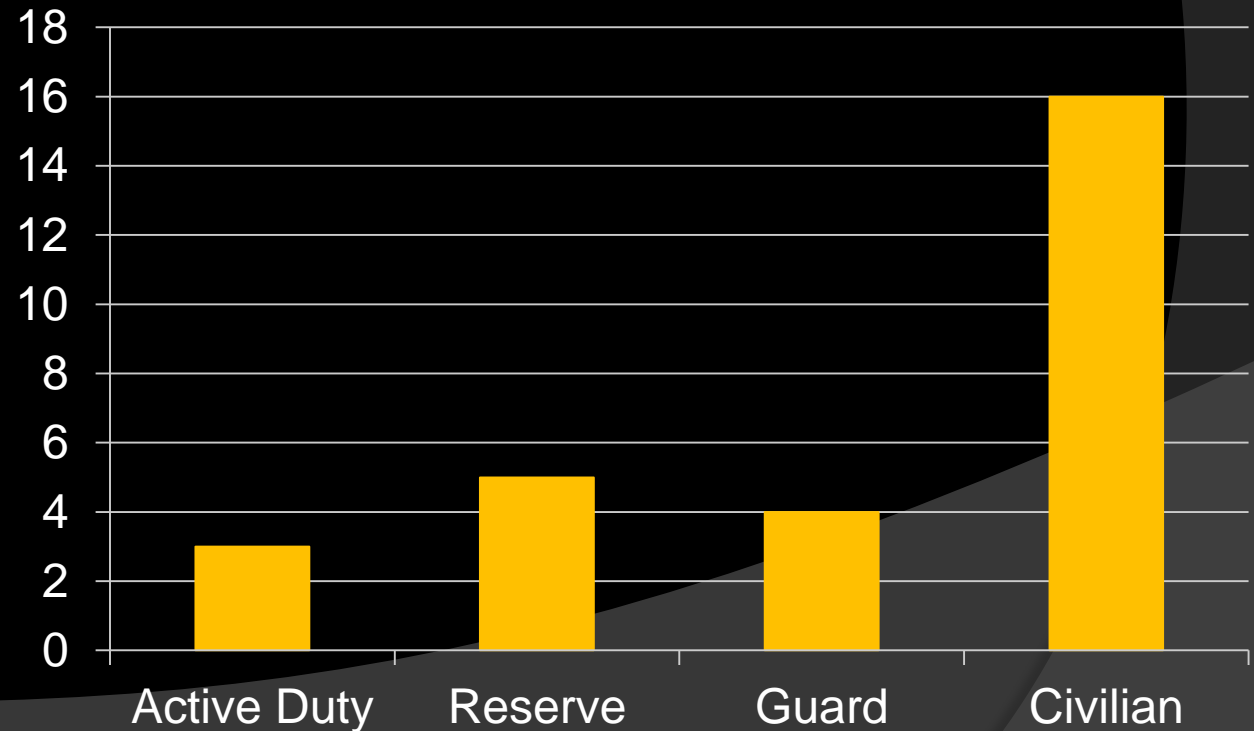




# Strategy

- Survey
  - 31 member responses

## Current Status



# Strategy and Implementation

- Listen to your membership!
- Survey said:
  - Two “identical” meetings per month; Mon and Thu to accommodate schedules
  - Topics chosen by members
    - Sept – Semester overview
    - Oct – Benefits
      - Purdue and Veterans Administration
    - Nov – Resumés and Career Opportunities
      - Presentations from Cummins Inc. and Shell Corp.

# Strategy and Implementation

- ◎ Social events
  - Shooting range
  - Tailgating
  - Motorcycle rides
  - Intramural sports
    - Softball
    - Flag football

# Strategy and Implementation

## ◎ Purdue Partnerships

- Purdue Student Government (PSG)
  - Proposed legislation for Class Excusal Policy
- Student Veteran's Advisory Council
  - Reviews student veteran issues and provides solution oriented pathways
- Public Relations Course
  - Learn more effective techniques for reaching other student veterans

# Accomplishments

- ⦿ Membership growing annually as well as campus support and recognition
- ⦿ Veteran's Day ceremony
  - Co-hosted with PSUB for past 3 Years
- ⦿ Student Veteran Learning Community
- ⦿ Student Veteran Mentorship Program
- ⦿ Recent veteran coordinator hire

# Accomplishments

## ⦿ Grand Prix

- All veteran team, 2011 & 2012
- Returning in 2013
- Local American Legion donated \$2K

## ⦿ Community involvement

- Raised monies from SVO membership to help local veterans in need
- Supported Lafayette Homeless Veterans Stand-down

# Accomplishments

## ◎ National Charity Support

### ● Operation Bedding

- Ran game ball from Bloomington to Lafayette in 2010 for “Old Oaken Bucket” football game
- Raised nearly \$4000!

### ● Wounded Warrior Project

- Purdue SVO, Lafayette Ivy-Tech SVO – 1<sup>st</sup> Annual 2012 Golf Scramble
  - 20 sponsors and 80 golfers
  - Raised nearly \$2500!

# Lessons Learned

- ⦿ Communication is vital
  - With membership
  - With Purdue leadership
  - Keep SVO website updated/current
- ⦿ Building rapport with Purdue staff and students
  - Veteran Advisory Council
  - PSG
  - Public Relations class
  - Provides leverage and synergy!



# Lessons Learned

- ◎ Soliciting \$'s is not easy
  - Contacted 80 local businesses
  - Supply cost of \$135 and 10 man-hours preparation; few replies
  - But...Shell Inc. support proves it can be done!
- ◎ Student Veteran Learning Community
  - One registered student (fall 2012)
  - Progress may be slow...but don't give up!

# Sustainability

- ◎ Growing Membership, Leadership, Raising Funds
  - Actively recruit new members
    - Mentor highly involved members into leadership
    - Span multiple graduation years
    - If possible, ensure each service is represented
  - Form relationships with companies
    - International and local
      - Shell Corp., Cummins Inc., Enterprise, GE
      - Employment info/funding potential

# Sustainability

- ◎ Cooperation with organizations outside of Purdue
  - Lafayette area Ivy-Tech SVO
  - Local veteran groups such as the American Legion
    - Continue to support and aide other organizations
    - Continue to grow relationships



# Questions/Comments

Thank you for this opportunity!

Kyle Thiele, SVO President