

Student Veterans of America
at the University Of Houston
Business Plan 2015-2016





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MISSION STATEMENT

The mission of the SVA at UH is to provide information, support and camaraderie for military-affiliated students and their dependents to ensure a successful transition from military service into an academic environment and on to a promising career.



CAMPUS CULTURE

Founded in 1927, the University of Houston is the leading public research university in the vibrant international city of Houston, Texas, the nation's fourth-largest city and the energy capital of the world.

In addition, the University of Houston is the second most ethnically diverse major research university in the United States. Students come to UH from more than 137 nations and from across the world and choose from more than 300 undergraduate and graduate academic programs, on campus and online.

Currently, 5 veterans and SVA-UH members hold student government positions, including the Student Body President.

Total Student Population: 40,914

Veteran Student Population: 2150

Chapter Members: 253



CHAPTER BACKGROUND

Faced with the challenge of needing to raise awareness of a veteran issue that was happening on campus, a group of 7 concerned veterans came together to lobby on behalf of all veterans at the University of Houston. Knowing that the current veteran organization, the Veterans Collegiate Society, needed to be revamped, the founding 7 members linked with SVA National, changed their name to Student Veterans of America at the University of Houston (SVA-UH), and became an official chapter in January 2014.

With the support of a dedicated advisor, Veteran Services resources, and devoted officers, SVA grew from 7 members to 175 veterans and military-connected members within the first year of being established. Becoming an SVA chapter and attending local SVA Summits and Leadership Institutes gives our leadership the skills needed to continue to thrive. SVA-UH has been featured on the FOX 26 Morning News show, numerous newspaper publications, and won the December 2014 Okra Charity Saloon's donation of \$22,317. We aim to continue to grow and to reach out to other chapters in our region to ensure their success as well.





RESOURCES

- ❖ UH Veteran Services Office (VS)
 - Moved into newly built Student Center January 2014.
 - Employs 22 veteran peer counselors/work study students.
- ❖ VetSuccess on Campus
 - Full-time VSOC counselor
 - VetSuccess on Campus (VSOC) is a collaborative effort between University of Houston and the U.S. Department of Veterans Affairs
 - This program places experienced vocational rehabilitation counselors on campus to provide academic and vocational guidance to Veterans, and help connect them to other VA benefits, including health care and mental health services.
- ❖ VA Vet Center Counselors onsite:
 - Our Veteran Service office with an MOU with the Vet Centers provide one on one counseling to Combat Veterans and those with a history of military sexual trauma. This readily available service aids to break down the barriers to Mental health and readjustment counselling for our student veterans
- ❖ Veteran Entrepreneurship Program
 - A cooperative program with Wolff Center for Entrepreneurship and the UH Small Business Development Center
 - The mission of this program is to provide business resources for veterans to start or further develop a business for self-employment.
- ❖ Camo to Classroom to Career
 - This program is a partnership between the UH College of Engineering and VS to prepare newly transitioned students for the classroom.





GOALS, OBJECTIVES, & STRATEGIES

Goal 1. Raise veteran awareness and build relationships at the University of Houston.

Objective 1.a: Co-Host at least 1 event with another student organization or department each academic year.

Strategy i: Co-host a military movie screening this Fall semester with Students Supporting Israel.

Strategy ii: Collaborate with UH Career Services to host a Veteran Student Networking Luncheon.

Objective 1.b: Participate in at least 1 intramural sport on campus each academic year.

Strategy i: Create a SVA Soccer Intramural team by the Spring semester.

Objective 1.c: Support 2 University of Houston sporting teams each academic year.

Strategy i: Host tailgates for every home game at TDECU stadium plaza for football season.

Strategy ii: Secure a designated section at UH Basketball home games.

Goal 2. Engage and Integrate new veteran and military-connected students into the University of Houston community.

Objective 2.a: Connect with 30 transitioning students prior to the 3rd week of each semester.

Strategy i: Have at least one SVA officer or member speak about our mission and upcoming events at each veteran orientation.

Strategy ii: Host a Welcome Back Mixer in collaboration with Veteran Services during Welcome Week to connect new military-connected students with returning students.

Strategy iii: Host the first General Meeting of the semester prior to the 3rd week of each semester.



Objective 2.b: Develop and implement a Student Veteran Mentor/Mentee Program by Spring 2016.

Strategy i: Match mentors with mentees based on classification, major, and branch.

Strategy ii: Email tips and resources monthly to encourage active participation.

Goal 3: Create opportunities to ensure student veteran success upon graduation.

Objective 3.a: Provide professional development opportunities for 40 SVA members during the Fall semester.

Strategy i: Partner with UH Career Services to conduct a LinkedIn workshop.

Strategy ii: Partner with GE Oil & Gas Veteran Employee Network to conduct a Resume workshop including on the spot resume critiques.

Strategy iii: Foster mentorships with SVA members and GE Oil & Gas Veterans.

Objective 3.b: Provide networking opportunities by hosting 2 networking events per semester.

Strategy i: Collaborate with the Veteran Services and UH Career Services for an Employment Networking Luncheon with veteran-friendly employers from a variety of industries.

Strategy ii: Invite community organizations and employers to meetings and events.



PROGRAMS & RESULTS

Program/Event	2014-15 Attendance	2015-16 Attendance	Collaborators and Sponsors
Resume Workshop	16	25	Collaboration with BP in 2014 and GE Oil & Gas in 2015
Financial Workshop	21	TBD	First Command Financial Services
PTSD/CAPS/CSD Workshop	19	TBD	UH Counseling and Psychological Services and Center for Students with Disabilities
Fall Welcome Back Mixer	60	65	Collaboration with Veteran Services
Spring Welcome Back Mixer	50	TBD	Collaboration with Veteran Services
Warrior to Workforce Employment Preparation Workshop	45 students 50 Deloitte Employees	TBD	Collaboration with Veteran Services and Deloitte
Veteran Employment Networking Luncheon	N/A	29 students 13 companies	Collaboration with Veteran Services and UH Career Services
Fall Football Tailgates	25	40	First Command Financial Services



BUDGET 2015-2016

Expenses

Line Item	Line Item Description (less than 300 characters)	Budget	Actual	Difference (\$)	
Conference Travel	Flights and gas	\$ 1,000.00		-1000.00	
Conference Rooms	4 rooms	\$ 2,500.00		-2500.00	
Conference Registration	10 members	\$ 600.00			
SVA Welcome Back Mixer	1 per semester	\$ 1,000.00		-1000.00	
Tailgate food/Supplies	7 home game tailgates	\$ 1,000.00		-1000.00	
Tailgate Spot	10x20 spot	\$ 800.00	\$ 700.00	-100.00	
SVA Meetings	4 per semester	\$ 800.00		-800.00	
Chapter T-Shirts	90 shirts for 1st order	\$ 800.00	\$ 675.00	-125.00	
Officer Professional Shirts	8 officers	\$ 400.00		-400.00	
SVA Apparel/Swag		\$ 500.00		-500.00	
Marketing and Promotions		\$ 500.00		-500.00	
Operating Cost		\$ 500.00		-500.00	
Business Cards		\$ 200.00	\$ 114.81	-85.19	
Semester Total		Budget		Difference (\$)	Difference (%)
		\$ 10,600.00	\$ 1,489.81	-9110.19	-85.9%

Revenues

Line Item	Line Item Description (less than 300 characters)	Budget	Actual	Difference (\$)	
Taco Sales		\$ 1,000.00		(1,000)	
Activities Funding Board		\$ 2,000.00		(2,000)	
T-shirt Fundraiser		\$ 2,670.00		(2,670)	
Tailgate Sponsor		\$ -	\$ 800.00	800	
Meeting Food Sponsor		\$ 2,000.00		(2,000)	
Membership Dues	\$20/member (estimate 150 old/new member payments)	\$ 3,000.00		(3,000)	
SVA Chapter Grant & Competition		\$ 2,000.00		(2,000)	
Semester Total		Budget		Difference (\$)	Difference (%)
		\$ 12,670.00	\$ 800.00	\$ (11,870)	-93.7%

BALANCE

BALANCE	Projected	Cash on Hand	Difference (\$)	Difference (%)
	\$ 2,070.00	\$ (689.81)	\$ (2,760)	(133.3%)

