



2021 Annual Report



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Cover Photo: Jared Lyon and Abby Kinch attend Veterans Day at Arlington National Cemetery.

Another Year of Vision, Leadership & Unity Through Uncertain Times



Jared Lyon, MPA

*National President & CEO
Student Veterans of America*

Dear Friends,

In the past 13 years of working toward SVA's mission to empower student veterans, we have been unceasingly amazed by the ingenuity, grit, and fortitude of this population. Persisting into 2021, a once-in-a-century pandemic continued to test these qualities in all of us. I am humbled and grateful to report that we remain strong, determined, and more united than ever.

On the national stage, we faced a second year of COVID-19 quarantine, a transition of power at the highest level of government and a growing public divide, as well as the historic events resulting from America's withdrawal from Afghanistan. Student veterans stepped up in each of these challenges, proving yet again that they have the tools, talent, and drive to solve what might seem insurmountable problems to the rest of the country.

As our Government Affairs team continued to address and fill the stopgaps that occurred within the GI Bill during a shift to a virtual learning environment, student veterans were hard at work finding ways to maintain a sense of community through virtual means. With the rollout of vaccinations, and in conjunction with a coalition of veteran serving organizations, SVA members left the comfort of their homes to volunteer at inoculation sites, without fear for their safety and with only the goal of the greater good in mind. SVA was proud to partner with Veterans Coalition for Vaccination, launched by our longstanding friends at Team Rubicon, to offer these volunteer opportunities in every state of the nation, ensuring a shorter path to the end of the pandemic.

Our Programs & Chapter Services team continued to find ways to innovate and improve on virtual events such as Regional Summits, the Leadership Institute, and our National Conference in the second year of the pandemic. More importantly, student veterans put the lessons learned in these programs, such as leadership, coalition-building, and entrepreneurship, into practical application within their chapters. Outstanding community efforts came as a chapter-initiated response to the crisis unfolding in Afghanistan. Whether organizing the resettlement of Afghan allies and their families, volunteering at U.S. military bases, or running goods drives to help furnish homes and provide clothes, our members reminded us of all of the unstoppable power of community, as well as the goodness in humanity that prevails in the toughest of times.

Your support contributed to these triumphs, and for that, we at SVA Headquarters cannot thank you enough. Each year, we serve more than 750,000 student veterans with your help, while paving the way for future student veterans to follow, proving time and again that they intend to leave this world better than they found it. For those of you who have been a part of our family for many years, our gratitude only grows. And, for those of you new to SVA, I welcome you, thank you, and am proud to share this report, which documents our efforts to empower the next greatest generation of American leadership.

Mission

Act as a catalyst for student veteran success by providing resources, network support and advocacy to, through, and beyond higher education.

Vision

Empowering student veterans to lead and live their best lives.



Working to get back to in-person programming after Covid, SVA is remembering the 2019 cohort or Leadership Fellows.



(Top-left) VFW - SVA Fellows (Bottom-left) Dr. Abby Kinch & Jared Lyon lay a wreath at the Tomb of the Unknown Soldier, Arlington National Cemetery on Veterans Day (Right) NatCon 2021 Attendee in Virtual Photo Booth

Programs & Services

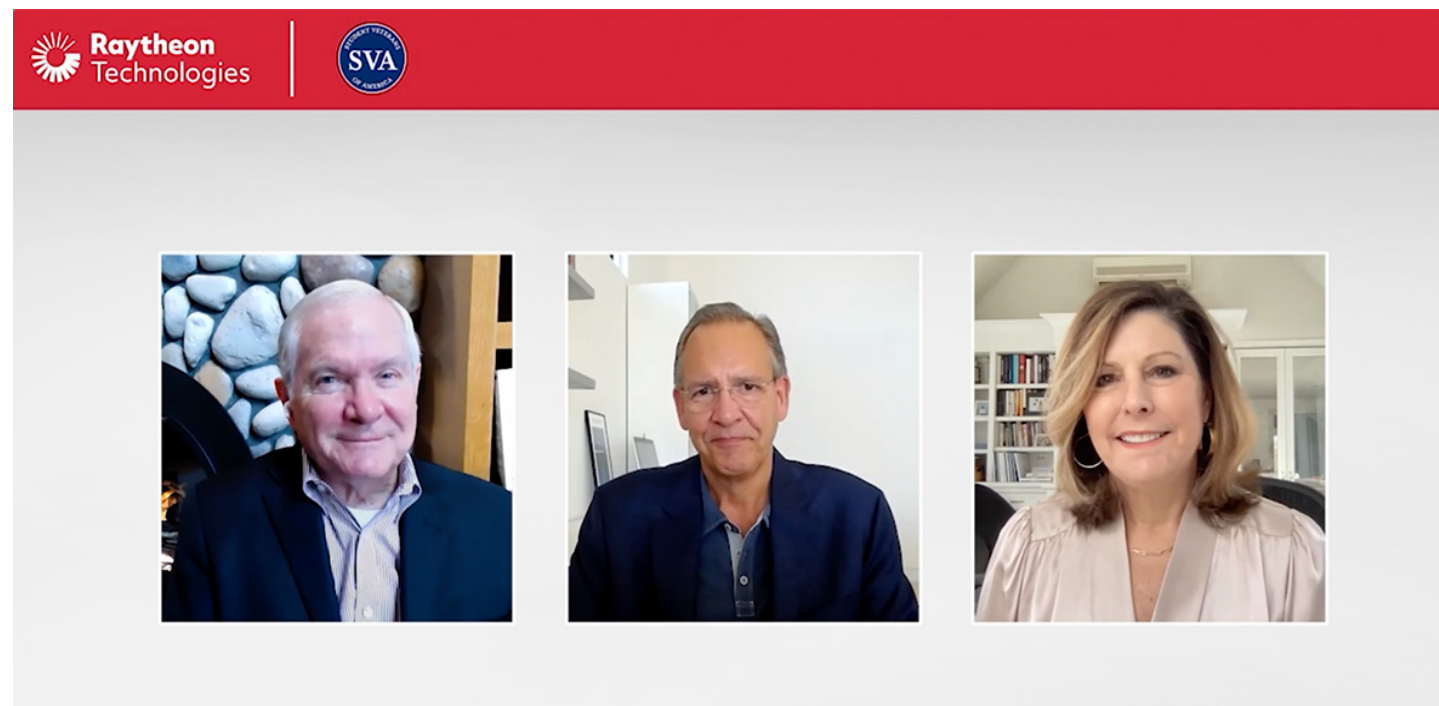
SVA's National Headquarters administers programs and services that empower student veteran success to, through, and beyond higher education by focusing on the chapter-centric life cycle of student veterans.

Learn more at
studentveterans.org/programs

NatCon

With a global pandemic still keeping student veterans at home, SVA's annual tentpole event, the National Conference, or "NatCon," went virtual breaking attendance records with more than 5,000 registered attendees, composed of 71% first-time attendees, from 959 chapters. The "Leading Forward Together" themed event reached even wider audiences with 1.8 million social media and web impressions.

There were illustrious participants with an address by First Lady Dr. Jill Biden, and speakers including the Secretary of Veterans Affairs Hon. Denis McDonough, Medal of Honor Recipient Captain Florent "Flo" Groberg, former Secretary of Defense Dr. Robert Gates, New York Times Best-Selling Author Gary Vaynerchuk, diplomat Cindy McCain, and TV star Mayim Bialik, while Nashville star Lindsey Lomis, and platinum-selling recording artist and songwriter Jimmie Allen performed.



(Above) Dr. Robert Gates (Defense Secretary 2006–2011), Raytheon Technologies CEO Greg Hayes, and SellersEaston Media co-CEO Nina Easton in discussion. (Right) NatCon 2021 Attendees



Student Veteran of the Year

Andrew Ho, University of Nevada, Las Vegas

Chapter of the Year

Clemson University

Advisor of the Year

Ted Barco, University of Georgia

Washington Week

Washington Week continued virtually in 2021 including policy happy hours, policy panel discussions, and meetings with HVAC and SVAC leadership, and a virtual watch party of SVA National President & CEO Jared Lyon testifying before the Senate and House Veterans' Affairs Committees on SVA's 2021 legislative priorities. Student Veterans of America is invited annually to deliver testimony in front of a Joint House and Senate Veterans' Affairs Committee. This provides the opportunity to highlight key issues student veterans and military-affiliated students bring to our attention throughout the year.

The 2021 hearing focused on SVA's drive to view the GI Bill as the front door to the Department of Veterans Affairs. As the first interaction many veterans have with VA, ensuring the GI Bill is a reliable, efficient benefit can establish trust across the entire VA for a lifetime of services. Relatedly, the GI Bill can also help VA harness beneficiary contact information to enhance outreach efforts and build stronger, more reliable connections with veterans long after service.



Pride

Pride Block Parties are an integral part of LGBTQ+ pride celebrations across the country. In 2021, the COVID 19 pandemic caused many associated parades, festivals, and gatherings to be canceled for the safety of the community. In response, SVA encouraged chapters to join a coalition of veterans led by Minority Veterans of America in a virtual Veteran Pride Block Party. The event engaged members in camaraderie, solidarity, and action in their local neighborhoods by cleaning up their blocks and making a positive impact on those around them.

Regional Summits

Start on August 1st!

Sign up in only a few minutes.



Regional Summits

SVA's Annual Regional Summits provide the tools, techniques, and tactics needed for student veterans to manage a successful and sustainable student organization. In 2021, delivering again virtually meant engaging 989 participants representing 507 colleges and universities in 49 states and two countries abroad, with an impact radius of 376,606 student veterans. Without a physical location limiting travel, this digital net translated to impacting 235,030 student veterans.

Robust programming during Summits included workshops for chapter advisors, presidents, vice presidents, finance, communications, and liaisons for career services. The series also focused on policy and disability services, and networking happy hours that allowed participants to connect and build relationships far outside their campuses.

Leadership Institute

The 2021 Leadership Institute provides mentorship opportunities from former SVA Chapter Leaders and a network of veteran professionals to develop core values and hone leadership skills. In 2021, 91 current SVA Chapter Leaders from around the nation were accepted through an application process, positively impacting 27,000 student veterans in respective chapters.

In the second year of virtual programming, SVA re-evaluated the Leadership Institute's virtual delivery with feedback from participants, mentors, and staff following the 2020 Leadership Institute. With the addition of "touchpoint" meetings throughout the three-week sessions, which brought together all participants, Leadership Fellows were able to see the scale of their efforts for themselves and for those within their cohort.

Prior to completing the Leadership Institute, participants were asked about their feelings regarding their qualities as a leader. Comments continued to support the idea that veterans experience imposter phenomenon at equal or higher rates than their peers, in which one doubts abilities and feels like a fraud, mainly affecting high-achieving individuals. The Leadership Institute curriculum targets this issue with curriculum designed to help participants identify and overcome this for themselves and others. Immediately following the Leadership Institute, indicative language was absent in all responses.

On the whole, 100 percent of participants indicated that they agreed or strongly agreed with the statement, "The Leadership Institute contributed positively to my leadership development," and 99 percent felt it was a valuable use of their time.



Campus Liaisons

Campus Liaisons are chapter leadership positions focused in one of three key areas in support of student veterans and military-connected students: policy, disability services, and career services. SVA's National Headquarters supports students in each of these roles with training, outreach materials, connections to partners and decisionmakers, and other resources.

- **The Policy Liaison Program** (PLP) is a community providing educational resources for student veterans on advocacy and policy best practices at the campus, local, state, and national levels.
- **Disability Service Liaisons** (DSLs) are student veterans who help their peers connect to underutilized campus resources.
- **Career Services Liaison** (CSLs) are responsible for the engagement and development of a chapter's relationship with the Career Services office on campus.



Scholarships

Every year, SVA works with its partners to provide scholarships to deserving student veterans and military connected students. Since 2008, SVA has awarded more than \$2 million in scholarships.

Raytheon Patriot Scholarship:

- Paul Lefebvre (*Columbia University in the City of New York*)
- Rebecca Tanielu (*University of Maryland University College*)

Raytheon SPY-6 Scholarship:

- Kenneth Sheehan (*University of Delaware*)
- Brennen Sanders (*University of Georgia*)

Google SVA Scholarship:

- Christopher Warren (*Princeton University*)
- Dylan Pierre Louis (*University of Virginia - Main Campus*)
- Franklin Roth (*Texas State University*)
- Joe Viviano (*Park University - Parkville*)
- Juwan English (*Kennesaw State University*)
- Michael Chavez (*University of Nevada - Reno*)
- Nailah Brogdon (*Temple University*)
- Steven Song (*George Washington University - Main Campus, DC*)

Comcast NBC Universal Scholarship:

- Derek Blumke (*Alma College*)
- Samantha Jones (*Pepperdine University*)

Additional Highlights



The Hiring Our Heroes Military Community Nonprofit Leadership Award

This award, presented by Comcast NBCUniversal, recognizes a nonprofit with a demonstrated commitment to supporting veteran and military spouse employment and economic opportunity.



Run to Home Base at Fenway Park

National President & CEO Jared Lyon and Vice President of Development Temple Seigler participated in Run to Home Base at Fenway Park with our partner Raytheon Technologies.



Veterans Coalition for Vaccinations

Led by Team Rubicon and in partnership with IAVA, The Mission Continues, Wounded Warrior Project and the Travis Manion Foundation, SVA activated chapter members to volunteer on the ground, ensuring every American had better access to COVID-19 vaccination.

Research

Student Veterans of America works to inform the public, stakeholders, policy makers, and others on the concerns of student veteran and military-connected students through empirical research. By investing in research, SVA is filling the void in data collection on the student veteran experience, highlighting their challenges and successes. We also use surveys and program evaluations for data collection and improving programs. SVA's research team conducts an annual SVA Census and the Veterans Opinion Survey.

Learn more and explore our research at studentveterans.org/research.



SVA Census

Each year, SVA creates and distributes a survey focused on collecting demographic data on student veterans and alumni for use in discussions with policy makers, partners, and the public.



Cumulative GPA

3.4

2021 SVA Census is 3.4 versus
vs traditional students 2.8

Nearly half of student
veterans are also parents

47.9%



Of those 16.6% of student veterans
who are parents also consider
themselves to be single parents.

Disability

63.1%



of respondents reported having
a disability rating from the
Department of Veterans Affairs.

48.8%

of student veterans also
reported being employed
and going to school.



- **17.8%** are working more than one
job where they earn a salary.
- Average hours per week of work:
35.7

9.7% vs 2.5%

Census reported a higher percentage
multi-ethnic/racial populations than the
DoD military force

29.6% vs 18.7%

Census reported a higher female/woman
percentage compared to the DoD military force



Government Affairs

SVA's Government Affairs Department shapes policy proposals and regulations on behalf of veterans in pursuit of career advancement through higher education. Our team works closely with Congress, the White House, and the federal government to promote forward-looking policies that will help veterans acquire the education they need to thrive in the modern workforce.

Learn more at studentveterans.org/government-affairs

Highlights

The Government Affairs team saw no slowdown during another pandemic year and had success in both legislative priorities signed into law as well as in testifying before the House Veterans Affairs Committee / Economic Opportunity Subcommittee. Additionally, the team attended more than a dozen meetings with senior level leaders from the Biden Administration across the departments of Veterans Affairs, Labor, Defense, and Education.

SVA's Vice President of Government Affairs Lauren Augustine attended the signing of the Protecting Moms Who Served Act of 2021. She was also present for the signing of three other bipartisan veterans bills at the White House including the Hire Veteran Health Heroes Act of 2021, a bill which requires a study on race and ethnicity disparities regarding VA benefits, and the Colonel John M. McHugh Tuition Fairness for Survivors Act of 2021.

(Top) President Biden signs the Protecting Moms Who Served Act of 2021 (Bottom) First Lady Dr. Jill Biden relaunches Joining Forces



Advocacy Action

Closed the 90/10 Loophole - The American Rescue Plan is Signed into Law (H.R. 1219)

- This legislation closed the 90-10 loophole by counting Department of Veterans Affairs and Department of Defense education assistance as federal funds for the purposes of the 90-10 rule, which provides a quality assurance check on proprietary institutions of higher learning. This eliminates the associated incentive for bad-actor proprietary schools to target student veterans and service members for their education benefits.
- In addition, SVA is still pursuing a bipartisan legislative solution from Sens. Carper, Moran, Lankford, Cassidy, and Tester to address nuances of the new rule.

Supported American Rescue Plan Provisions to Aid Students During the Pandemic - The American Rescue Plan is Signed into Law (H.R. 1319)

- Basic needs financial assistance for rent, mortgages, food, and energy costs
- Funds for mental health services
- Increase in funds for childcare block grants
- Investments in technology access for low-income schools and students
- Extension of unemployment benefits for students
- Creation of VRRAP re-training program for veterans without access to other VA education benefits

Extended COVID-19 Protections, Restored Rounding Out, and Eliminated Unintentional Barriers to Student Veterans Continuing Their Educations - The Remote Act is Signed into Law (H.R. 5545)

- The REMOTE Act extended emergency pandemic protections for student veterans ensuring they are able to maintain their full VA education benefits if they remain enrolled in courses that have shifted online due to COVID-19.
- The bill also restored a robust Rounding Out Rule at VA and makes important refinements to the Isakson-Roe and THRIVE Acts that removes potential barriers to student veteran education both at home and abroad.

Amended Package for Several Student Veteran Protections - The THRIVE Act is Signed into Law (H.R. 2523)

- Passed as an extension of the earlier Isakson-Roe bill, the THRIVE Act introduced and amended several provisions relating to student veterans' education benefits and employment programs. This included improvements to the GI Bill Comparison Tool, mandating risk-based reviews from State Approving Agencies (SAAs), improved oversight of for-profit conversions, and dramatically strengthened the rules against incentive compensation and deceptive or misleading recruitment of student veterans.

Championed Federal Legislation Supporting Student Veterans - SVA submitted Multiple Testimonies and a Statement for the Record to Congress

- SVA submitted an SFR to the HVAC Health Subcommittee for the first time in recent history. We drafted a statement to support draft legislation on the VA VITAL program, a joint effort from VHA and VBA to provide student veterans with physical and mental health services on campuses across the country.
- Advocated for the introduction of legislation addressing several SVA policy priorities, including formalizing VA's Round-Out Rule, codifying GI Bill flexibilities during national emergencies, creating a fourth administration at VA, and establishing parity for Guard and Reserve service members accruing GI Bill eligibility.



VFW-SVA Legislative Fellowship

The VFW-SVA Legislative Fellowship, in its eighth year, connected select student veterans with members of Congress and senior policy makers. And for the first time, every Fellow from the VFW-SVA Fellowship Program had their legislative proposal taken up by a Congressional office or Committee, drafted, and placed onto the docket for a legislative hearing.

The VFW-SVA Legislative Fellowship is another example of the strong collaboration between VFW and SVA that resulted from a memorandum of understanding signed by the two organizations at the SVA National Conference in January 2013.

“Our partnership with the VFW focuses on strengthening the opportunities and outcomes available to veterans, and this fellowship ensures Capitol Hill hears directly from those impacted by the programs and services we advocate for.”

SVA National President & CEO, Jared Lyon

Afghanistan Response

“There will be a tremendous need in the coming weeks to support, welcome, and help resettle the tens of thousands of Afghan allies and refugees coming to America. Our more than 1,500 chapters, and our chapter leaders, have a long history of stepping up to support their local communities. This is no different. We are encouraging those who want to help to get involved with government agencies and vetted nonprofits aiding in resettlement or refugee advocacy efforts and to partner with fellow organizations like The American Legion as much as possible to support the resettlement effort.”

SVA President & CEO Jared Lyon at The American Legion National Headquarters' 102nd National Convention



Outreach Events



SVA Chapter at Georgetown University, Georgetown University Student Veterans Association (GUSVA), volunteered at Fort Pickett with VFW Post 9274 to assist Afghan translators and lead social activities with children and families.



U.S. Department of Veterans Affairs Secretary Denis McDonough joined volunteers from the SVA Chapters at American University, Georgetown University, VFW Post 9274, the NROTC Capital Battalion, and other allies and supporters to box donations for Afghan refugees.

SVA joined a coalition of businesses, individuals, and nonprofits committed to welcoming thousands of Afghan refugees to the United States. The goal of Welcome.US is to build a community of support for our new Afghan neighbors and encourage others to help by welcoming them to our local communities, donating time, service, or supplies, or sponsoring an arriving family.

Board of Directors

Student Veterans of America welcomed Alanah Odoms and John Edelman to its Board of Directors.

Alanah Odoms is a civil rights leader and the executive director of the ACLU of Louisiana. As the first Black woman to lead the organization in its 65-year history, she provides strategic leadership and manages staff whose mission is to defend individual rights and personal freedoms enshrined in the United States and Louisiana Constitutions, as well as national, state, and local civil rights laws.

John Edelman is a corporate leader and the managing director, Global Engagement and Corporate Responsibility for the global communications firm Edelman. He spearheaded and continues to lead Edelman’s global citizenship function, including corporate social responsibility (CSR), pro bono and volunteerism, supplier diversity, partnership engagement, sustainability and reporting.



Pamela Erickson, BA
Chairperson
*Global Communications & Corporate Affairs Lead, Raytheon Technologies
Boston, Mass.*



Major General Chris Cortez, USMC (Ret.), MA
Vice-Chairperson
*Vice President of Military Affairs, Microsoft
San Diego, Calif.*



Katherine Martinez, BS
Board Member
Security Specialist for the Department of the Navy at the Mid-Atlantic Regional Maintenance Center



Frank Gaudio, JD
Treasurer
*PwC Charitable Foundation Trustee
Chicago, Ill.*



Alanah Odoms, JD
Board Member
*Executive Director, ACLU of Louisiana
New Orleans*



Joseph Sautter, BS
Board Member
General Manager of Sports Logistics & Event Management at ESPN Wide World of Sports and runDisney at the Walt Disney World® Resort



Sherry Shi, BS
Board Member
*Software Engineer, Facebook
San Francisco, Calif.*



Jared Lyon, MPA
Board Member
*National President and CEO, Student Veterans of America
Alecandria, Va.*



Dr. Nick Mararac, PhD
Board Member
Ph.D. candidate in the Department of Linguistics at Georgetown University



Fontaine Stegall, BS
Board Member
*Supply Chain Management, MRC Global
Houston*



J. Ford Huffman, BS
Board Member
*Independent News-Media Strategist
Washington, D. C.*



John Edelman, MS
Board Member
*Managing Director of Global Engagement and Corporate Responsibility, Edelman
Chicago, Ill.*

Statement of Financial Position as of March 31, 2022

15 Month Audited Financial

ASSETS

Cash and Cash Equivalents	\$10,722,196
Grants and Contributions Receivable	\$4,991,086
Accounts Receivable	\$52,848
Investments	\$305,279
Prepaid Expenses and Other Assets	\$181,168
Property and Equipment	\$281,905
2021 Total Assets	\$16,534,482

LIABILITIES

Accounts Payable	\$383,802
Deferred Rent	\$184,717
2021 Total Liabilities	\$568,519

NET ASSETS

Without Donor Restrictions	\$8,957,595
With Donor Restrictions	\$7,008,368
Total Net Assets	\$15,965,963
Total Liabilities and Net Assets	\$16,534,482

For more information, visit studentveterans.org/about/financials

SVA and our student-veteran-led chapters have convened a diverse network of corporations, foundations, and nonprofits that support our shared mission to act as a catalyst for student veteran success by providing resources, network support and advocacy to, through, and beyond higher education. This collaborative effort has enabled our chapter leaders to build inclusive communities on their college campuses that empower student veterans to achieve their greatest potential. We thank our partners for their many years of dedication in support of student veterans, military-affiliated students, their families, and allies.





Through a network of more than 1,500 on-campus chapters, SVA has been inspiring tomorrow's leaders since 2008 to ensure they achieve their greatest potential.



Help us inspire and support tomorrow's leaders.

STUDENTVETERANS.ORG

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