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MICHIGAN VETERANS EDUCATORS

MEMORANDUM:

**Maximize Campus Use of CMVE's Free Shared Resource Offering
Online Military Cultural Competency Training**

To: CMVE Campus Partners
From: Katie Giardello, on behalf of CMVE's Steering Committee
DATE: November 2016

Using its generous Kresge Foundation award, CMVE purchased a 2-year agreement with Kognito for all of Michigan's public colleges and universities to share free, unlimited access to the Veterans on Campus online training modules aimed at helping faculty and staff better understand the needs and transitional experiences of student veterans. The materials in this outreach package were developed by Kognito with approval to edit and package in this customized bundle for CMVE members' use. Please review these ideas and consider how you might spread the word on your campus to maximize usage of the modules and further an authentically inclusive environment for your campus's student veterans.

VETERANS ON CAMPUS OUTREACH PACKAGE

COURSE DESCRIPTION AND TALKING POINTS

Veterans on Campus helps faculty and staff in understanding the needs, experiences and cultural issues affecting student veterans as they transition to college life through short, online, virtual reality training modules. This program also teaches users how to recognize signs of distress and connect veterans to appropriate campus resources.

Kognito has conducted research on the efficacy of its programs and found in one study that 50% of veteran course users reported an increase in the number of veterans they approached and referred. For more information visit: <http://www.kognito.com/research/> [why a different font size?]

IDEAS FOR PROMOTING THE TRAINING

CONSIDER A CAMPUS INCENTIVE

Some campuses in Michigan are already seeing success using fun incentive programs to encourage use. These campuses have done interdepartmental competitions and raffles for individuals who supply their completion certificate.

EMAIL OUTREACH TEMPLATE

See [Appendix A](#) for an email outreach template that you're welcome to customize for your campus community and share throughout your campus networks to encourage use of the tool. If your campus is planning any type of incentive for faculty and staff who complete the course, be sure to add details about your incentive to the message, too!

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HELPFUL DOWNLOADS

See [Appendix B](#) to download a printable flier, video walkthrough, product logo, web badge, etc. to use in your communications about the tool.

CREATE A SPECIALIZED WEBSITE

Here is sample language that can be used on your website or other communications about the training:

Student Veterans: How You Can Help Create a Supportive Campus

Michigan has seen a [17% increase](#) in students using Veterans Affairs benefits to pursue higher education since 2010's Post 9/11 GI Bill was enacted. As we seek to best support this growing cohort of students, our campus is firmly committed to cultivating an authentically welcoming and supportive environment for student veterans. While the VA has developed some preventative measures over the last several years, we have still seen an increase in suicide and at-risk behavior among veterans who face unique challenges in their transition to civilian life. To address this concern, our campus has adopted an online training simulation tool that will help all of us to better support our student veterans. In this 30-minute course, you will learn about common transitional stressors that a student veteran may experience, what resources are available on-campus to assist student veterans, and how to help a student veteran who's struggling. Access to this tool was made available by our affiliation with the Consortium of Michigan Veterans Educators (CMVE) and their recent generous Kresge Foundation award.

To take the course, follow the instructions below:

Go to: <https://www.kognitocampus.com/login/>

*Create a new account using enrollment key: **michiganvets***

Follow the on-screen instructions. Choose your course and click "LAUNCH"

If you experience any technical difficulties, please email support@kognito.com.

Website Search Considerations

a) Searchable page - It is helpful to have a page that will be found by common search terms. If you refer to the training as the "Kognito" training in your outreach, be sure your page has the text "Kognito" on it.

b) Informational page - You might want to include a link to (or embed) the overview video, screenshots, or an endorsement from campus administration. Don't forget to explain how to get professional development credit, if it is available, or participate in any campus-specific incentive programming. You can also refer to CMVE's page about the tool: <https://micmve.org/kognito-veterans-on-campus/> c)

Cross-promotion - Be sure to include information about the training in multiple places, if possible. The web badges provided are an excellent way to do this cross-promotion, since they are graphically eye-catching and self-contained. Using the "Banners & Buttons" section from the Spread the Word page, set up the images so you just have to click on one to get to the training page.

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APPENDIX A – EMAIL OUTREACH TEMPLATE

SUBJECT: Free Online Military Cultural Competency Tool Available at **SCHOOL NAME**

Dear **SCHOOL NAME Community**,

Michigan has seen a 17% increase in students using Veterans Affairs benefits to pursue higher education since 2010's Post 9/11 GI Bill was enacted. As we seek to best support this growing cohort of students, it is imperative that our campus's educators understand the possible challenges student veterans face in their transition to academic and civilian life.

With financial support from the Consortium of Michigan Veterans Educators' (CMVE) generous Kresge Foundation grant, all public colleges and universities in Michigan have free, unlimited access to *Veterans on Campus*, an online training simulation aimed at helping us better understand and support our student veterans. In this 30-minute web-based course, you will better understand the unique value of veterans in the classroom, learn skills that will equip you to understand common challenges faced by veterans, and better understand support services available for veterans. You will also learn how to approach the veterans you are worried about, destigmatize the need for help, and refer them to local support services.

To take the course, follow the instructions below:

Go to: <https://www.kognitocampus.com/login/>

Create a New Account

Use enrollment key: **michiganvets**

Follow the on-screen instructions

Choose your course and click "LAUNCH"

Thank you for helping us ensure our campus's heroes have the best educational experiences possible at **SCHOOL NAME** by engaging in this course.

Very respectfully,

YOUR SIGNATURE LINE

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APPENDIX B – HELPFUL DOWNLOADS

Download and print the Veterans on Campus flier

Download the VOC flier to market the opportunity to faculty and staff:

<http://resources.kognito.com/highered/standard/FacultyUniversityVOC.pdf>

Download a video walkthrough

To view a video walkthrough for *Veterans on Campus*, follow this link:

http://resources.kognito.com/highered/standard/Veteran_Faculty_Video_Clip.mp4.

Download the walkthrough by right-clicking on the video and clicking “Save Video as...” Put it on a flash drive for a quick and easy presentation, or work with your webmaster to get it uploaded on your website.

Download product logos, screenshots, web badges, and buttons

There are product logos, course screenshots, and web badges available for your use – please refer to the “Banners and Buttons” section of [Kognito’s Outreach Resources](#) page.

Other logos are available but the banner button and logo below might be especially helpful to your outreach: http://resources.kognito.com/highered/web_resources/



(Use on the web with a hyperlink to launch the login page when clicked)