

VETERANS
EDUCATION
PROJECT

2020 YTD



BY THE NUMBERS

104

**LEGISLATIVE
ENGAGEMENTS**

17

**LETTERS TO
CONGRESS**

11

**WHITE
PAPERS**

3

**PRESS
RELEASES**

929K

our content reached
over 900,000
targeted individuals
online in 2020

14

held our first annual
legislative workshop with
14 legislators to discuss
protections for Student
Veterans



TOP CONTENT 2020



VETERANS NEED THEIR RIGHT TO AN EDUCATION PROTECTED

PRESIDENT TRUMP, WE URGE YOU TO LOOK INTO THIS ISSUE AND MAKE SURE VETERANS ARE GIVEN THE EDUCATIONAL BENEFITS THEY WERE PROMISED...



JOINT LETTER TO SECRETARY WILKIE: PROTECT VETERAN BENEFITS

WE'RE PROUD TO JOIN AMVETS, THE RETIRED ENLISTED ASSOC. & CENTURION MILITARY ALLIANCE IN CALLING ON SEC. WILKIE TO HALT THE (VA) DECISION TO SANCTION SCHOOLS...



SPECIAL MESSAGE FROM STEVEN GIORDANO MCPON (RET)

I BELIEVE IT IS IMPORTANT FOR POLICYMAKERS AND OUR CITIZENS TO UNDERSTAND THE UNIQUE POSITION OF SERVICEMEMBERS AND VETERANS IN HIGHER EDUCATION...

2020 SNAPSHOT

929,706

IMPRESSIONS/REACH

33,324

REACTIONS, COMMENTS & SHARES

463,325

VIDEO VIEWS

3

NEW STRATEGIC PARTNERSHIPS

6

NEW BOARD MEMBERS

27

BLOG POSTS

2,187

NEW FOLLOWERS

12,598

WEBSITE PAGE VIEWS

IN THE YEAR AHEAD

1

COMMISSION & RELEASE PEER-REVIEWED 90/10 STUDY

After we finalize our 90/10 study, we will be coordinating a large effort on Capitol Hill to promote the findings. We will be holding interviews, placing Op-Eds, and hosting a roundtable discussion on the study's findings.

2

EXPAND VEP'S DIGITAL FOOTPRINT

We will be growing our digital footprint by creating a digital street team of Student Veterans, activists, and influencers as well as an expanded ad budget to give us earned, organic, and paid media.

3

LEGISLATIVE WORKSHOP AND HILL VISITS

Once safe to do so, we will hold a Legislative Workshop and Hill Visits, getting Student Veterans engaged with the issues that impact them and raise the profile of VEP in the eyes of key Congressional Offices.

