

BY THE NUMBERS

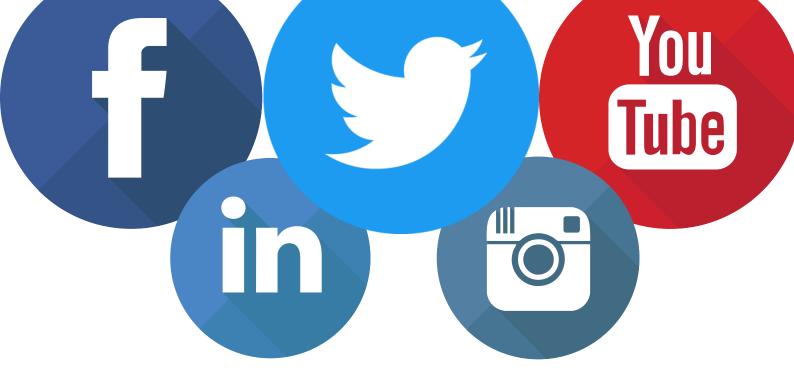
104 LEGISLATIVE **ENGAGEMENTS 17 LETTERS TO** CONGRESS WHITE **PAPERS PRESS** RELEASES

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

NEW STRATEGIG PARTNERSHIPS

NEW BOARD MEMBERS

27

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.

