

2021 YTD

ANNUAL REPORT

VETERANS
EDUCATION
PROJECT

BY THE NUMBERS

208

**LEGISLATIVE
ENGAGEMENTS**

14

**LETTERS TO
CONGRESS**

5

**ORIGINAL
VIDEOS**

9

**WHITE
PAPERS**

3

**PRESS
RELEASES**

37x

**audience growth
across all social
media**

509%

**increase in
engagement on
content across all
platforms**

TESTIMONY

HVAC COMMITTEE ON PRIORITIES DURING & AFTER THE PANDEMIC

We submitted written testimony, highlighting the need for Monthly Housing Allowance Parity, GI Bill Parity, concerns with changes to 85/15 policy, and military student protections with respect to ongoing deployments to combat COVID 19.

PUBLIC COMMENT

NEGOTIATED RULEMAKING SESSION

Our founder, Daniel Elkins, presented our research findings on 90/10 in Public Comment to the Department of Education. He emphasized the arbitrary nature of this rule, as it ignores student outcomes; the negative impact changes to this rule will have on Veteran and military students; and, the fact that these impacted For-Profit schools have comparable or better outcomes than their Public college peers, meaning, Veteran students may very well end up in poorer performing programs at Public colleges, rather than attending their first choice at a For-Profit program with higher student outcomes.

RESEARCH

COLLATERAL DAMAGE

Our research into modifying the 90/10 Rule finds that the top For-Profit colleges, with respect to Veteran student enrollment, that would fail the 90/10 Rule have equivalent or better student outcomes than their Public college peers. This finding alone undermines the arguments that the 90/10 Rule is an effective quality metric, and that For-Profit colleges are “predatory,” i.e. not providing valuable educations to their Veteran students.

OFF THE MARK

Our research into proposed Instructional Spending Policy, which would limit or eliminate Title IV and VA benefits at institutions that do not satisfy a certain ratio of instructional spending vs tuition, finds that there is no correlation at all between this ratio based on instructional spending and student outcomes. Further, our research indicates that an Instructional Spending Policy would be inequitable towards online providers, as IPEDS overlooks much of the necessary spending involved in providing online education.

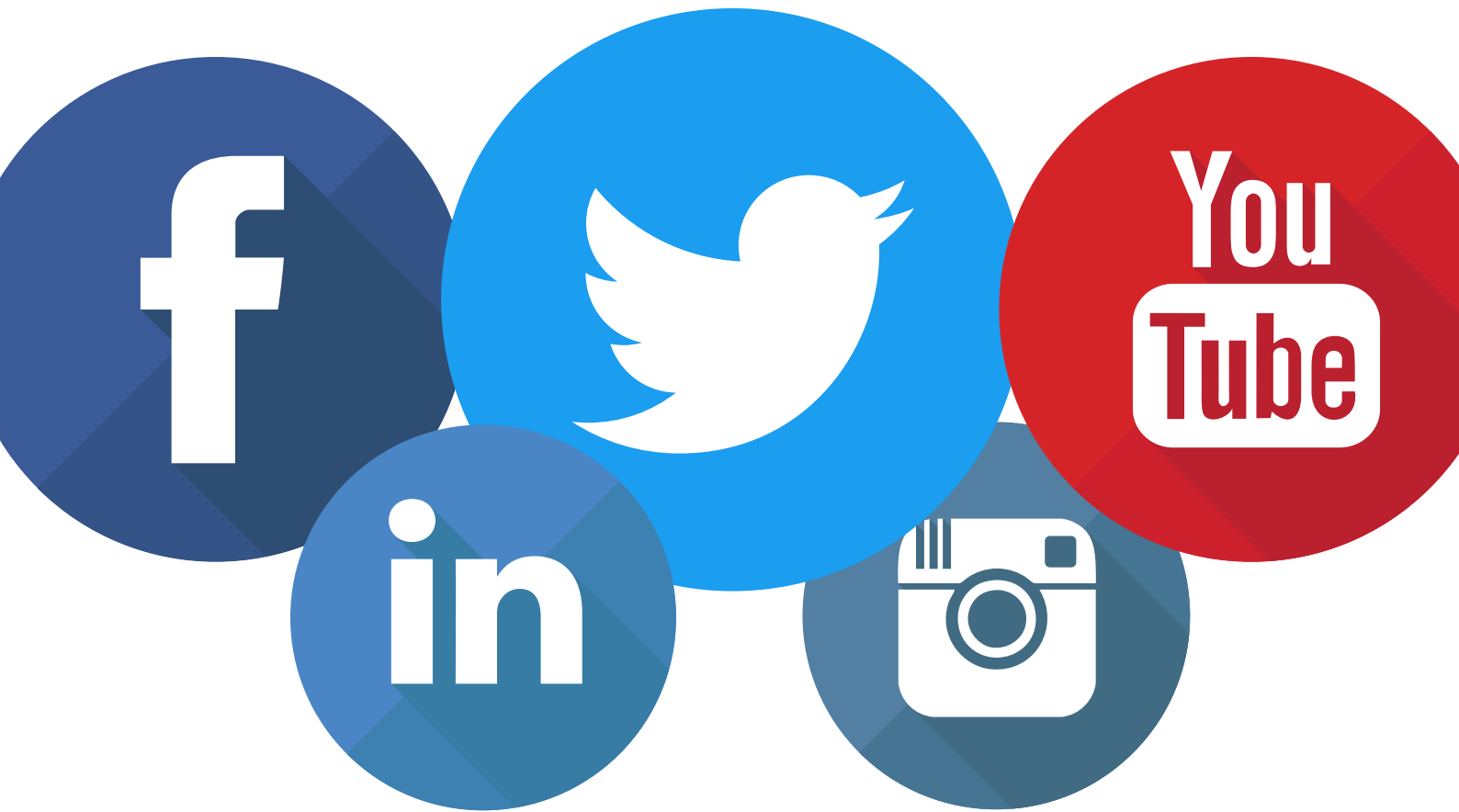


LEGISLATIVE HIGHLIGHTS

VEP HELD NUMEROUS MEETINGS THROUGHOUT THE YEAR WITH VA LEADERSHIP, HVAC AND SVAC ON CHANGES TO THE 85/15 RULE, CLEARLY ENUMERATING VA'S POTENTIAL OVERSTEP IN AUTHORITY, AND THE NEGATIVE CONSEQUENCES THESE RULE CHANGES WILL HAVE ON HIGH-PERFORMING AND VETERAN FRIENDLY INSTITUTIONS. WE CONTINUE TO RALLY INSTITUTIONS TO COME TOGETHER AND COLLABORATIVELY INTERFACE WITH VA AND CAPITOL HILL TO GIVE THE "GROUND TRUTH" OF HOW THESE CHANGES ARE AFFECTING THE VETERANS AT THEIR INSTITUTIONS.

VEP'S 90/10 RESEARCH, COLLATERAL DAMAGE, MADE ITS WAY ONTO THE HOUSE FLOOR VIA RANKING MEMBER VIRGINIA FOXX AND INTO DEMOCRATS' HEADS, FORCING MANY DEMOCRATS TO HAVE TO BACK-PEDDLE THEIR TALKING POINTS THAT CLAIM FOR-PROFITS ARE LOW-PERFORMING AND, THEREFORE, PREDATORY INSTITUTIONS. AFTER ITS RELEASE, THIS RESEARCH CONTINUES TO INFLUENCE POLICY DISCUSSIONS ON THE 90/10 RULE, HIGHLIGHTING ITS INEFFECTIVENESS AS A QUALITY-METRIC TOOL, AND THE ABSURDITY THAT THIS RULE MAY CLOSE DOWN HIGH-PERFORMING FOR PROFIT INSTITUTIONS, AND THEIR DISPLACED STUDENT VETERANS COULD END UP TRANSFERRING INTO POORER-PERFORMING PUBLIC INSTITUTIONS.

AUDIENCE REACH & GROWTH



REACHED OVER **TWO MILLION PEOPLE** ON
SOCIAL MEDIA IN 2021

OUR VIDEOS WERE WATCHED OVER **1.1 MILLION
TIMES** IN 2021

ENGAGEMENT INCREASED **OVER 400%** ON
SOCIAL MEDIA COMPARED TO 2020

Our reach and engagement continue to grow across all platforms in a positive direction, despite new limits imposed by Facebook and Twitter. We'll continue to narrow in on target audiences and optimize to achieve maximum reach.

ENGAGEMENT NUMBERS

1,146,319 VIDEO VIEWS

2,022,723 IMPRESSIONS/REACH

22,889 REACTIONS, COMMENTS & SHARES

5 NEW STRATEGIC PARTNERSHIP

52 BLOG POSTS

48,522 WEBSITE PAGE VIEWS

TOP CONTENT FOR 2021



Post 9/11 GI Bill BAH Info - Veterans Education Project

So you've done it. You've served your country honorably [or you have received benefits from your spouse or parent] and have decided to utilize your hard earned education benefits. Thankfully, in addition t...



Changes to the 85/15 Rule Will Negatively Impact Student Veterans - ...

On July 31, 2021, the Department of Veterans Affairs (VA) will implement a regulatory change to the so called "85/15 Rule", which will adversely affect some Veterans from receiving their well earned G...



Changes to 90-10 Rule Could Harm Veterans - Study Shows - Veterans...

Nearly 100,000 Veterans, Servicemembers, and their families could potentially lose the benefits they've sacrificed so much to earn. Our newly released peer-reviewed study shows that a change to a decades old...



ED Secretary Agrees to Hold ALL Colleges Accountable to the Same...

Long-standing loopholes have allowed Universities to avoid accountability and in doing so, have taken millions of dollars from Student Veterans while Congres...

OVER 1,000,000 VIEWS ▲

YEAR AHEAD

1

PUSH FOR MONTHLY HOUSING ALLOWANCE PARITY

Almost the same percentage of Veteran students take out student loans due to cost of living as those who only receive half their Monthly Housing Allowance due to their online enrollment status (about 25% and 22%, respectively). COVID demonstrated to policy- and law-makers that online programs deliver valuable educations, with equally demanding curriculums as their brick-and-mortar counterparts. There is no good reason Veteran students should receive half the benefit they earned simply because they're in an online program, and VEP will push for MHA parity for all online Veteran students in the days to come.

2

CONTINUED LEGISLATIVE EFFORTS ON 85/15 AND 90/10

Looking forward to continued legislative efforts regarding the 85/15 and 90/10 Rule in the year to come, as VEP continues to advocate for common-sense policy to enrich the lives of Veteran students, and against partisan politics and policies that harm Veteran students and their ability to pursue the programs of their choice.

3

MORE RESEARCH TO COME

Further research is to come from VEP. There will be more white papers, issue briefs and Veteran-specific data analysis published throughout the year to inform policy- and law-makers on best steps forward to serve Veteran and military postsecondary students.

