

2020

INSTITUTE FOR VETERANS AND MILITARY FAMILIES

ANNUAL REPORT

MISSION: BETTER TOGETHER



 Syracuse University

Institute for Veterans
& Military Families

JPMorgan Chase & Co., Founding Partner



WHO WE ARE

The Institute for Veterans and Military Families (IVMF) is the first interdisciplinary national institute in higher education focused on the social, economic, education, and policy issues impacting veterans and their families. Through its professional staff, experts and partners, the IVMF delivers leading programs in career, vocational, and entrepreneurship education and training, while also conducting actionable research, policy analysis, and program evaluations. The IVMF also supports communities through collective impact efforts that enhance delivery and access to services and care for veterans and their families. The Institute, supported by Syracuse University and a distinguished advisory board, along with public and private partners, is committed to advancing the lives of those who have served in America's armed forces and their families. For more information, visit ivmf.syracuse.edu.



VISION

To be the nation's recognized leader in creating and sustaining innovative evidence-based programs and services for America's transitioning service members, veterans and their families; and the premier source of veteran and military family research expertise and performance measurement support for the public, private and non-profit sectors and the broader military community.

OUR MISSION

To advance the post service lives of America's service members, veterans and military families.

PRIORITIES

- Deliver impactful, best in class programs and services informed by research and evaluation in the areas of career preparation and employment, entrepreneurship and small business training, and community-based support and care coordination.
- Deliver insights that empower the advancement of the post service lives of transitioning service members, veterans and their families through objective actionable research, policy analysis, and measurement and evaluation.
- Ensure IVMF's long-term sustainability through increasing program participation and funding; improving operations; and enhancing communications, marketing and engagement.

PILLARS

- Career Preparation and Training
- Entrepreneurship and Small Business
- Community Services
- Research and Analytics
- Higher Education

A Note from Our Director



Looking back at 2020, it's clear that it was a trying year for everyone. When much of the nation shut down in March, here at the IVMF, we were particularly concerned about how the pandemic would affect veterans and military families specifically - and what these folks would need to make it through. Whether it was a transitioning service member struggling to find employment, a military spouse looking for resources in their new community, or a business owner with years of experience now in need of assistance, the entire community felt the effects of the pandemic, which intensified existing barriers to financial security for military families.

It was in our hands to help and we did. And while we look ahead to 2021 still uncertain of what the future holds, we know that this community is resilient, strong and well equipped to recover. Our mission - to empower service members, veterans, and their families through actionable research, innovative programs, and insightful analytics - has guided our work this year and every year since the IVMF was founded in 2011. We are proud of our community's ability to rise to the challenge and continue to deliver programs in career, vocations, and entrepreneurship education and training to transitioning service members, veterans and military spouses.

The military community has offered many reasons to be optimistic. Today, veterans are seeking training and education opportunities more than ever. We're also seeing rising veteran employment in STEM fields and education. 79% of our Entrepreneurship Bootcamp for Veterans (EBV) graduates have started or continued to grow their own business. AmericaServes has reached more than 32,000 veterans, service members and their families. And over 38,000 veterans and spouses have been impacted with career prep training through Onward to Opportunity.

There is much more to be done. In 2021, IVMF will celebrate its 10-year anniversary and look ahead to the next decade of progress and service to those who have worn the uniform of our nation and their families. And we will continue to do this along side over valued partners.

A handwritten signature in black ink that reads "J. Michael Haynie". The signature is written in a cursive, flowing style.

—J. Michael Haynie, Ph.D.

*Vice Chancellor for Strategic Initiatives and Innovation,
Founder and Executive Director of the IVMF*



THE AMERICAN LEGION



Patriot Award

The nation's largest veterans organization recognized the Institute for Veterans and Military Families (IVMF) with its prestigious Patriot Award during a presentation at the new National Veterans Resource Center in the Daniel & Gayle D'Aniello Building on campus. The American Legion presents the national honor to organizations or people who "have demonstrated a profound and exceptional commitment to military personnel and their families."



Onward to Opportunity

★ 5 YEARS OF SERVING ★

IMPACT



13,752+

enrolled in 2020

20

installations

Added Fort Hood in 2020

60

learning pathways utilizing virtual
online course delivery

Delivering end-to-end career preparation support for the military-connected community on installations and on-line by providing:

- Industry-validated training and certifications aligned to in-demand career tracks including: Business Management, Information Technology, and others
- One-on-one career counselling & interview coaching via strategic program employer partner, Hire Heroes USA (HHUSA)

2020 GOALS

- Enroll 14,000 participants
- Expand to an additional installation for a total of 20 locations
- 60% course completion rate

HIGHLIGHTS

- Celebrated 5 years of serving veterans and military spouses
- Extended programs at the start of COVID
 - Proactively granted a blanket 90-day course completion extension to all program participants in existing cohorts
 - Offered free licenses to program alumni for upskilling
- Joined forces with Alumni Services to offer program graduates access to an online learning platform for professional development, enrolling nearly 1,000 graduates
- Expanded online program presence and leaned into virtual offerings during the pandemic through networking events, employer panels, resume workshops, mock interview sessions, peer study groups and presentations by resource partner organizations



Arsenal

IMPACT



\$272 million

ARSENAL grads annual average of revenue

10,000

veterans and military connected family members connected with ARSENAL programs

70,000+

Boots to Business program participants to date

2,000+

EBV program participants

3,300+

V-WISE program participants, with 95% of those still in business

1,200

EDGE program participants, reaching the largest participant rate to date

17

IVMF graduates featured on the Inc. Vet100 list

3,500

requests for post program support from graduates

Develop and deliver programs to assist veteran business owners, no matter where they are in their entrepreneurship journey. The IVMF's ARSENAL of programs is designed to arm veterans and their family members with the tools they need to thrive.

2020 GOALS

- Realign and restructure team in response to program growth and evolving needs of military-connected entrepreneurs
- Build program awareness and increase participation
- Demonstrate thought leadership through publications in the entrepreneurship space

HIGHLIGHTS

- Brought together veteran entrepreneurs at the annual VetEdge Conference - the largest annual convening of veteran-owned businesses in the U.S. - in Dallas with special guest, President George W. Bush, 43rd President of the United States
- Contributed to multiple outlets on entrepreneurship-related challenges and opportunities
- Conducted more than 30 town halls, webinars and other on-line events reaching more than 10,000 veteran small business owners - all focused on helping them respond to, and recover from, the impact of COVID
- Created series of webinars and published a digital Resource Guide containing hundreds of resources and references to assist in navigating the impact of COVID
- Developed and launched RISE, a new program with Florida State University focused on helping established businesses pivot during recovery
- Launched a virtual program called **SPARK**, similar to EBV, 8-week program primarily for those in the ideation/early stage of business development



AmericaServes



Build, grow and support thriving coordinated networks in communities across the nation that serve veterans, service members and their families holistically, efficiently and effectively. Foster a robust Community of Practice where best practices can be shared and scaled among health and human service organizations.



IMPACT

92,000+

unique service requests in 2020

38,000+

clients served

1,000+

providers serving military-connected families

17

coordinated care centers across the U.S.

2020 GOAL

- Develop transition plans for local network ownership and long-term sustainability of existing markets
- Build out technical assistance program
- Identify and establish new business opportunities and partnerships

HIGHLIGHTS

- Launched, along with the AmericaServes Network Coordination Centers, proactive outreach to clients that had received services in the past with offers of assistance and support
- Shifted services to meet the immediate impact of COVID-19 and adjusting client needs, such as basic needs like food assistance and income support
- Compiled the “Mission Better Together” toolkit containing resources, support, and informational webinars
- Worked with each network to develop plans outlining a path to local ownership and network sustainability in North Carolina, New York, Washington D.C. and Texas
- Coordinated 400+ engagements with 20+ communities around the U.S.

TAKE ACTION TO PREVENT SUICIDE

PREVENTS 201
ACTIONABLE STEPS FOR SUCCESS

SEPTEMBER 30, 2020
12:30-1:30 P.M. EDT

Join the PREVENTS Office and the IVMF for part two of a three-part webinar series outlining actions we can all take to prevent suicide, including among veterans.

REGISTER TODAY > ivmf.syracuse.edu/prevents

PREVENTS

The President's Roadmap to Empower Veterans and End a National Tragedy of Suicide



Work to advance the practice and policy supporting America's military-connected community through rigorous research, measurement and evaluation, and data solutions that deliver insights and empower action.

2020 GOALS

- Publish and execute an IVMF enterprise-wide data strategy
- Develop high impact policy and program engagement strategies
- Elevate public discourse and improve policy action on core issues affecting veterans and their families

HIGHLIGHTS

- Launched series of national pulse polls with Military Times
- Integrated questions related to the impacts of COVID-19 into active studies and program analytics
- Created new data visualization dashboards to track emerging COVID needs in AmericaServes communities
- Joined forces with the VA Center of Innovation (CHERP) to begin study of veteran use of VA Health Care and AmericaServes
- Forged new partnerships with Bush Center Team 43, Warrior Scholar Project, and Warriors and Quiet Waters



IMPACT

600+ 
media and academic citations
since 2012

260+
conferences and convenings
since 2018

70+
Capitol Hill/VSO/VA engagements

450+
research products since 2012

8
new publications in 2020

3 bills
2 bills passed, 1 in the pipeline



Operations

COMMUNICATIONS

HIGHLIGHTS

▶ **100+**

national news stories including TIME, Fox News, The Washington Post, CBS, Military Times and Military.com



TIME

MilitaryTimes



▶ **56.1%**

increase in impressions on social media

▶ **30.42%**

increase in traffic to IVMF's website

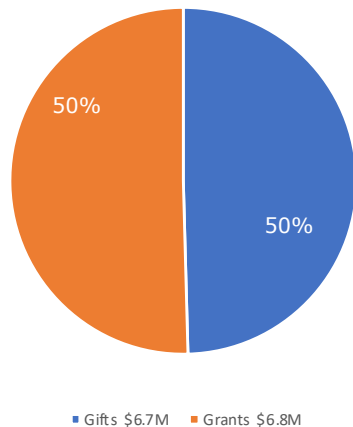
▶ **300,000**

engagements with content on IVMF's social channels

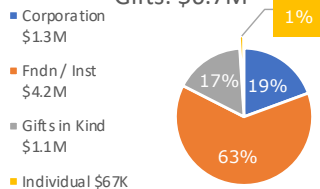


BUDGET

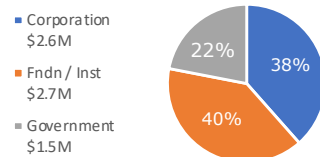
Total Revenue: \$13.5M



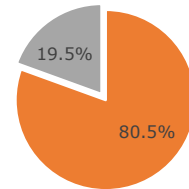
Gifts: \$6.7M



Grants: \$6.8M

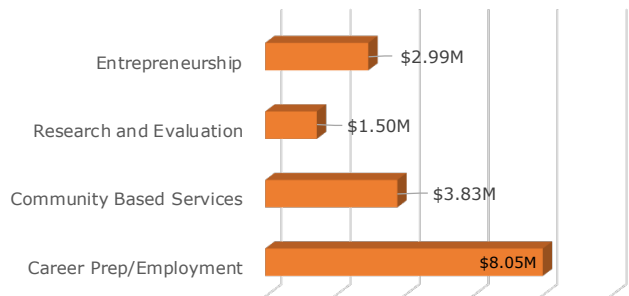


Total Expenses \$20.3M



Programmatic \$16.4M
Operations (including Fundraising) \$3.9M

Programmatic Expenses \$16.4M



NOTE:

FY 20 (7/1/2019 through 6/30/2020)
FY 21 (7/1/2020 through 6/30/2021)

Development & Fundraising

Work together with IVMF leadership and staff to cultivate public and private partnerships to raise sufficient resources supporting the programs, services and operations of the IVMF

2020 GOALS

- Pivot and sustain operations, programs and services
- Continue to deliver best-in-class programs and services
- Identify new partners and maintain existing relationships to create services and opportunities for veterans and military families

HIGHLIGHTS

- JPMorgan Chase & Co. Renewal - \$8.2M for IVMF Support
- Boeing - \$4.5M for New O2O Learning Pathway
- Bush Foundation - \$509K for Research & Policy Development
- Mother Cabrini Health Foundation - \$500K for Community Based Services - SyracuseServes
- Heinz Endowments - \$490K for ongoing support for PAServes
- Lockheed Martin - \$300K for O2O, Entrepreneurship & Community Based Services
- Wounded Warrior Project - \$300K for O2O and Entrepreneurship (V-WISE & WWP EBV)
- USAA - \$1.3M for O2O, Research & Entrepreneurship
- Launched “Allies for Veteran Empowerment,” a monthly donor program through the IVMF’s direct response efforts



JPMORGAN CHASE & CO.



Mother Cabrini
HEALTH FOUNDATION

THE HEINZ ENDOWMENTS



Boeing Awards \$4.5M to IVMF to Meet Growing Workforce Development Training Needs

The graphic features a blue background with white text. Below the headline, there are icons representing various services and people. At the bottom, the Syracuse University Institute for Veterans & Military Families logo and the Boeing logo are displayed. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present, along with the website URL IVMF.SYRACUSE.EDU and the Twitter handle @IVMFSyracuseU.

Funded through the generosity of donors, the IVMF is a grant and gift funded organization delivering eleven national programs mainly free of charge thanks in large part to the support of those donors and other partners. Financial support helps fund the training programs enabling those who have volunteered to serve our country find success when they return to the workplace, to higher education, to communities.

Looking Ahead



**HAPPY 10TH
ANNIVERSARY**
S Institute for Veterans
& Military Families
JPMorgan Chase & Co., Founding Partner

- Host the grand opening of the National Veterans Resource Center at the Daniel and Gayle D'Aniello Building
- Celebrate 10 years of empowering service members, veterans, and their families through actionable research and insights, innovative programs and strategic partnerships
- Continue efforts to prioritize and advance diversity in the veteran space



CELEBRATING
**10 YEARS
OF IMPACT**

S Syracuse University
Institute for Veterans
& Military Families
JPMorgan Chase & Co., Founding Partner



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