UBMBA

SERVING MILITARY AND VETERAN STUDENTS FROM CLASSROOM TO CAREER: A JOURNEY OF IMPACT

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A Journey of Impact Beyond Enrollment

Career Curriculum Economic Strategic SUNY Philanthropy
Reputation Enrollment
Bentrepreneurship Research
Western New York
Corporate Partner Alumni Financial
Organizational Classroom Community
Minimal Resources Invested



A Team Approach











Erin O'Brien Assistant Dean Graduate Programs Meghan Felser Director Recruiting/ Admissions

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Prior to 2013

No SOM/UBMBA Focus on Veterans

Fall 2013

UBMBA Veterans Strategy **Strategic Impact**

Development of Key Advisors **Alumni Impact**

Development of Key Campus Relationships

UB, Community Impact

Member School - MilitaryMBA.net **Reputation, Enrollment Impact**

UB Military Preview Day Reputation Impact

F14: 7 prospects, 4 enrollments, 1 M&T Fellowship Award **Enrollment, Partner, Reputation Impact**

2014

1st Military MBA Preview Day

Reputation, Enrollment Impact

UB Ranked in Military Times Best for Vets **Reputation Impact**

Member: WNY Higher Education Consortium Veterans, SUNY Military and Veteran Consortium

SUNY, Community Impact

Key employers: M&T, Citi, National Fuel **Employer Impact**

Hired U.S. Marine veteran as UBMBA recruiter

2015

Organization, Enrollment Impact

F15: 5 prospects, 2 enrollments **Enrollment Impact**

Creation of C2E Scholarship - targeting skills veterans bring to UBMBA

Financial, Enrollment, Employer, **Development Impact**

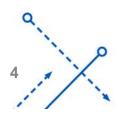
Participation in SACC - Service Academy Career Conference

Enrollment Impact

SUNY ODEI - MIA: Veteran-Specific Content in SUNY Professional Graduate Degrees

SUNY Impact

A small change can make a huge impact





2016

F16: 15 prospects; 3 enrollments, 1 C2E award

Enrollment, Partner, Reputation Impact

1st UBMBA Military cohort graduates – hired by M&T, 22nd Century

Economic, WNY impact

2nd UBMBA Military cohort student – cofounded MemoryFox

Economic, Entrepreneurship, Blackstone Impact

UBMBA ranked as a Military Times Best for Vets Business School #35

Reputation Impact

Creation of School of Management Veterans Business Association

Student Impact

2016

The Harold & Muriel Berkman Charitable Foundation, Inc. scholarship for veterans made available for UBMBA veterans

Student Impact, Enrollment Impact

Member: MyVA Community
Veterans Engagement Board (CVEB)

Community Impact

Development of UBMBA veteran students support services

Student Impact

Focus military-specific career advising

Career, Student Impact

Military MBA Preview Day Reputation, Enrollment Impact 2017

F17: 8 prospects, 2 acceptances, 1 enrollment, 1 C2E award MBA

Reputation, Enrollment Impact

VA representation – SOM Healthcare Advisory Panel

Community, Healthcare, Reputation, Economic, WNY Impact

VA collaborative relationship focus

Community, Healthcare, Reputation, Economic, WNY Impact

Social Impact Fund: VA, WNY VOC

UB, Community Impact

SOM VA Internships in development Student, Employer Impact

2017

VA Resident/MBA in development

Enrollment, Healthcare Impact

Research/large VA consumer data set in development

Curriculum, Research Impact

VA "Market Study Hackathon" in Development

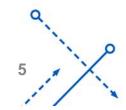
Student, Research, Community Impact

Introduction of Health Finance course w/Public Health, co-taught by VA

Curriculum, Healthcare, Engagement Impact

Military MBA Preview Day

Reputation, Enrollment Impact





To have a community of veteran students, you need the support of a community of veterans

- Education is a bridge from service to civilian career
- MBA does not require business background
- Service skill set is highly transferrable to business





Who are your veteran or military students?

Do you have a supportive ecosystem?

Unique Student Services

mgt.buffalo.edu/mba

