Institutional and Community Military Affairs--

The K-State Approach

Presentation to University of Louisville
Fort Knox Initiatives Group

Art De Groat
Director of Military Affairs, Kansas State University
The K-State Military Affairs Experience…
Insights that I would like to share with you…

• **What** K-State is doing with our military…

• **Why** K-State involved in military….

• **Who** we see as our military stakeholders…

• **How** we evolved into what we are today…

• **How** we support 1st Infantry Division & Ft Riley..

• Your questions..
Overall Goal for University Military Affairs

By 2025, Kansas State University will be recognized as one of the nation’s most military-inclusive public universities.
The K-State Military Affairs Experience

..the evolution of service to campus & community

2008

Pre-2006

Community Relations Model

Military Programs Model

Value-Added Peripheral Activity Model

Enterprise Model to Integrated into Core Functions

2009-2010

2010- Beyond

2008

2009-2010

2010- Beyond
K-State Military Affairs—
Supporting the University and our Military Constituents—
along four major Lines of Effort

How we focus our effort…

- Support of Research & Scholarship
- Support of Academic Programs
- Support of Service & Outreach Programs
- Informational support
Connect and steward our Military Alumni

Support Teaching & Faculty

Insure Military & Veteran Student Success

Provide Quality Military Programs

Enrich Our Cultural Events

Engage in Military Research

Promote Military Scholarship

Enhance Military Community Relations

Share the Value Of our Athletics Programs

- Education
- Research
- Outreach

How we engage our military…
The K-State Military Affairs Experience

..what compels us to partner with the military...?

Why we engage...

We share a common community demanding higher levels of understanding and a shared culture.

Military institutions offer unique personal & professional opportunities for our students, faculty and staff.

Military institutions offer unique opportunities to engage in relevant scholarly work and outreach.

We are given the mission as a land grant institution to serve our military residents.
The K-State Military Affairs Experience...

**Being military-inclusive... who we serve...**

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<th>Army</th>
<th>Veteran Students</th>
<th>Air Force</th>
<th>ROTC Cadets</th>
<th>National Guard Students</th>
<th>Navy</th>
<th>Marine Corps</th>
<th>Reserve Forces Students</th>
<th>Military Family Members</th>
<th>Advanced Civil Schooling</th>
<th>JROTC Cadets</th>
<th>Coast Guard</th>
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**Kansas State University**
The K-State Military Affairs Experience
..A Resolution..A team of Leaders...Friendships

K-State – Fort Riley Partnership Resolution

Jointly we agree to...
- Serve as a model military-to-university community partnership
- Enhance each institution's ability to accomplish its missions through collaboration
- Enhance the professional and personal quality of life for our constituent communities
- Seek new and innovative opportunities and programs
- Increase our capacity to steward, manage and sustain major resources through collaboration to the extent permitted by law and regulation

Kansas State University is committed to...
- The continued development of a university and campus community appreciative of its military neighbors and the role they play in American society
- Expand access to our Fort Riley partners to our educational, professional, cultural and recreational activities
- Collaborate with Fort Riley leaders to help them meet mission demands, quality of life objectives and community support functions
- Provide our world-class expertise and services in education, research and engagement to the Fort Riley leadership team
- Serve in a leadership role, along with our Fort Riley partners, to insure the vitality, harmony and long-term development of the Central Flint Hills Region

1st Infantry Division and Fort Riley is committed to...
- Create opportunities for the University community to connect with, learn and experience America's Army through community relations at Fort Riley
- Assist K-State achieve its land grant university missions of providing quality educational opportunities, community outreach and engagement, and performing research aimed at the betterment of mankind
- Serve alongside K-State as major stakeholders in building and sustaining a vibrant Central Flint Hills Region
- Expand access of K-State educators and scholars to the Fort Riley community

Signed this day, August 27th, 2008

Dr. Kirk H. Schulz
President
Kansas State University

Major General Vincent K. Brooks
Commanding General
1st Infantry Division & Fort Riley

Creating new relationships
The K-State Military Affairs Experience

Our Partnership with 1st Infantry Division & Fort Riley

- Create new relationships
- Improve quality of life
- Offer a diverse experience & perspective
- Build a stronger academic-military community
- Enhance education & professional development

53 programs exist today that aim to.....
K-State Support of Fort Riley

- K-State support of Family & Community Covenant (GC)
- Principle member of Ft Riley Community Partnership Council (CG/GC)
- K-State Cooperative Extension Program (ACS/FMWR/CYS/WTB)
- Clinical Support Agreement to IACH (IACH/WTB)
- Research support to Irwin Army Community Hospital-TBI Clinic
- Commissioning Military Family Research Projects (CG/GC)
- Modern Combatives Program support (G3)
- K-State Support of BOSS program (GC/DCSM)
- K-State Support of SGT Audie Murphy Club (Div CSM)
- K-State Arabic language/Cultural Training Courses (ESO)
- Weber Indoor Arena Access for CGMCG (GC)
- Hale Library Support to MTT Mission-Cultural Programs for Iraq/Afghanistan (1BCT/CG)
- BRO Support of Kabul Project
- Former CJCS GEN Myers Foundation Professor LPD Events (CG)
- K-State Educational Communications Center-TV (ECC) support to G6 (DIV)
- K-State support of AUSA Chapter Activities (CG/GC)
- Operation Aggieville recreation community development (GC/DCSM)
- K-State-Fort Riley Partnership Scholarship (GC)
- K-State Union hosts FRG Steering Committee meetings (units)
- McCain Auditorium hosting of Army Entertainment events/Soldier Show (GC/DIV)
- K-State Cheer & Mascot Team support to BRO Families (GC)
- K-State Journalist Students support (PAO)
- KSU Sororities’ Operation Welcome Home (GC)
- KSU Fraternity “Honey Do Days” (GC)
- Fort Riley Day Football Game & Tailgate (All)
- BRO support of Landon and Political-Military & Diplomatic Lecture Series (All)
- Donate a ticket programs to Athletic events (All)
- 1-28 Black Lion – KSU Football Partnership (4IBCT)
- Member Fort Riley Education Services Consortium Council (ESO)
- BRO support of Army & Air Force ROTC Programs (GC/CG)
- Employment Opportunities for Spouses (All)
- “Hire a Wildcat” Workforce initiative @ Ft Riley (CPOC)
- 1-7FA – K-State Men’s Basketball Partnership (2HBCT)
- 2-16 Infantry partnership with K-State Baseball (4IBCT)
- 1SUS BDT Partnership Woman’s Basketball team (1SUS BDE)
- Unit/branch balls events hosted at Alumni Center & Student Union (DIV)
- Discount ticket program for Military at K-State athletic events (GC/DIV)
- K-State Institute for Health and Security of the Military Family (GC/DIV)
- Professional Aviation Maintenance education program support to CAB (CAB)
- “Government 101” program support to DIV Staff training (DIV)
- K-State Rodeo Team support of family entertainment (GC/DIV)
- K-State support of Victory week
- K-State support of NCO/Soldier of the Year competition/recognition
K-State Triad of Support Model to 1st Infantry Division and Fort Riley

**K-State Research & Extension Program at Fort Riley**
- Family Resource Management
- Nutrition & Health
- Child Development
- Family Life

**Institute for the Health & Security of Military Families**
- Marriage and Family research
- Deployment impact
- Resiliency effort
- PTSD/TBI Therapies

**Partnership Resolution**
- Family Programs
- Unit Programs
- Community programs
- Recreation & Arts

**DELIVERY OF OUTREACH SERVICES**
**PERFORM/ACCESS RELEVANT EMPIRICAL RESEARCH/SCIENCE**
**BUILD/PROMOTE COMMUNITY BY PARTNERSHIP**
Fort Riley Education Program Market Strategy

A. Continue Current Marketing & Recruiting Efforts

B.1 Develop Influencers

B.2 Refine Product Offerings
  - courses
  - degree pgm
  - certificates

C.1 Develop New Incentives

C.2 Organize For Success

C.3 Develop SWG

D. Begin Target Marketing Tasks/Events

E. Assess & Adjust

- Soldier
- Spouse
- Children
- Departing
- Civilian
- Civ Family

Ed Svc Needs Assessment
K-State – Fort Riley Partnership—
Support of FR 2015 Campaign Plan

Potential Areas of Support..by Line Of Effort (LOE)

LOE (strategic goal areas)
- Sustainability
- Community
- Resiliency
- ARFORGEN

BIG 7
(desired strategic conditions)
- Enhanced Social Media
- Regional Planning Council
- Partner w/Great Plains Joint Training Center
- Predictable Training Schedules
- Expand Ft Riley transport network
- Expand Manhattan Regional Airport
- Develop FR Resiliency Campus

PREMIUM 20
(Operational Objectives)
1. NCOES
2. Sustainment OPS Center
3. Sky Warrior Unmanned Aerial Systems
4. Master Resiliency Training
5. Combat Stress reset
6. Warrior Adventure Quest
7. Military Child Education Coalition
8. Gold Star/Survivor Outreach
9. K-State Institute for Health & Security
10. Sponsorship program
11. One-stop soldier center
12. Enhance FR Recreation opportunities
13. Ft Riley Sustainability
14. Ft Riley Army Hospital growth
15. Army compatible use buffer
16. Ft Riley Energy Strategy
17. Adopt-a-community Salina
18. New USD 475 school
19. Unit facilities
20. Old hospital recapitalization
K-State Support of the Army Family Covenant

• 2.1 Family Programs & Services
  – Creation of K-State Cooperative Extension office/program on Fort Riley
  – K-State-AUSA sponsorship program to host battalion/brigade FRG meetings on-campus

• 2.2 Health Care
  – Human Services clinical MOU
  – TBI research @ Fort Riley Clinic
  – K-State Support of Warrior Transition Battalion

• 2.3 Soldier and Family Housing
  – K-State Family Studies Survey Research on Determinant of Family Accompaniment to Fort Riley

• 2.4 Child and Youth Services
  – K-State Extension’s 4H program at Fort Riley
  – K-State “First Tee” program to military youth in community

• 2.5 Education, Careers and Libraries
  – K-State Hale Library engagement program with Fort Riley to increase access to library services
  – K-State-Fort Riley Partnership scholarship in support of Fort Riley Combined Scholarship Program

• 2.6 Recreation, Travel and BOSS
  – K-State Athletics “military appreciation events” to provide quality family entertainment
  – NCAA Athletic teams partnered with Fort Riley battalion-sized unit for special events, activities for soldiers and families
  – BOSS-SGA relationships to connect soldiers and students in social context
  – Operation Aggieville to create inclusive entertainment district
  – Army Soldier Show at McCain

• 2.7 Communities and Marketplace
  – K-State Alumni Center and Student Union provide incentives to host Unit Balls and functions in a campus setting
  – Fort Riley attendance at University Open House

K-State striving to become a partner of excellence…
The K-State Military Affairs Experience

..Inquiry and discovery of contemporary military life issues..

Institute for the Health and Security of Military Families
Kansas State Research & Extension at Fort Riley
Family and Consumer Science Program

- Nutrition and Health
- Family Life
- Child Development
- Family Resource Management
• The Cooperative Extension Service provides an important **learning bridge** between the university and the people of the state. It applies scientific knowledge, principles, and practices to the grassroots problems of Kansans. At the same time, this unique information delivery system **brings back requests for new knowledge to the research staff at the university**.

• Extension agents are responsible for **conducting educational programs in the core mission themes**. The agents serve as a **local source of information** regarding programs of many states and federal agencies, and then help people apply this information to their specific situation.
Fort Riley-Kansas State University
Intra-Service Support Agreement (ISSA)

- **November 2009**: Memorandum of Understanding Signing
  Riley’s Conference Center
  Fort Riley, KS
  7 February 2008
- **FR-KSU ISSA Initiated – 14 July 2008**
- **Hired Coordinator, Fort Riley Extension Program**
  15 November 2008
- **Hire Four Program Assistants, One Nutrition Assistant, and Two Administrative Assistants**
  By August 2009
- **Hire Four Extension Agents**
  February 2009
- **Hire Administrative Specialist, Open Extension Office at Fort Riley, ACS**
  January 2009
- **Coordinator, Agents, ACS Director, KSU Ext. Assistant Director Visit Texas Spring 2009**
- **Didn't go**
- **Coordinator, Agents, ACS Director, KSU Ext. Assistant Director Visit Texas Spring 2009**
- **Fall 2009**: Fort Riley Extension Program Fully Staffed and Operational

K-State Discussion with USDA and Texas Military Extension Program, Discussion with Mrs. Durbin, Durbin’s visit Fort Hood
Fall 2007

Fort Riley Extension Program Fully Staffed and Operational Fall 2009
The K-State - Fort Riley Partnership

Students and Soldiers are our major stakeholders
PURPOSE OF THIS MISSION

“OPERATION- SKIN IN THE GAME” (UNOFFICIAL)

• To provide K-State **new insights** on how to better support our nation’s military and our Army partner of the 1st Infantry Division by a **deeper perspective** on the mission and service performed of our military while deployed.

• To advance Kansas State University’s aspirations and effort in becoming recognized as **the premier military-inclusive public university in America**
K-STATE PRESIDENT VISIT TO BASRA  
08-11 NOV10  
OPR: DIV PAO

Intended Effects

**Target Audience:** K-State President (Kirk Schulz), Dean of School of Human Ecology (Virginia Moxley), Vice President for Communications (Jeff Morris) and Director of Military Affairs (Art DeGroat)

**Inspire:** Our K-State partners to strengthen our partnership by providing them with opportunities to experience the same challenges and successes that our Soldiers experience everyday

**Inform:** Our K-State partners of the benefits that a thriving K-State-1ID partnership has provided with respect to executing operations in support of Operation New Dawn

**Educate:** Our K-State partners on the cultural differences that encompass the Iraqi educational system and the benefits of developing a partnership between K-State and Basra University

**Engagement Topics**

- Basra University: ability to educate students in a debilitated physical structure with limited resources that are insufficient for contemporary education
- Lack of modern conveniences impede the process of educational advancement but it has not stifled initiative
- Obstacles to Basra/K-State educational opportunities (expediting the delayed Visa process)
- Enhancing the 1st ID-K-State Partnership to better leverage each other’s assets now that a deeper level of professional understanding and commitment has been achieved

Actual Effects

- K-State Leadership gained a better understanding of the “complexity” of the 1ID mission in support of Operation New Dawn
- K-State officials maintain a deep appreciation for their modern university, respect the commitment of local Iraqis students in the pursuit of higher education, and the conditions in which Iraqis are educated

Follow-up Actions/Future Opportunities

**Short term:** Provide a consolidated AAR to ensure that the partnership maintains the momentum that was achieved during this historic visit. Develop a COA that facilitates the KSU – 1ID partnership “Way Ahead”

**Long term:** K-State will create a “to do” list of action items to follow up with that cover issues that were discussed during the trip.

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President

Jeff Morris
Vice President for Comms & Mktg

Dr. Virginia Moxley
Dean, College of Human Ecology

LTC (Ret) Art DeGroat
Director of Military Affairs

Kansas State University
Basrah University engineering students meeting Dr Schulz
The K-State Military Affairs Experience

...what compels us to partner with the military...?

“A matter of the heart...”
Economic and Community Engines

Q1. Can a major military affairs effort spark the two engines to work better together...

Q2. Can a major military affairs enterprise serve as a “driving force” for community development...?
The K-State Military Affairs Experience…
The Institution-to-Community linkage…

Manhattan - Central Flint Hills Region – Kansas –Midwest – USA - Global

**Military Organizations**
- Association of U.S. Army
- Military Officers Association
- Serviceman’s Opportunity College
- Ft Riley Community Partnership Council
- Governor’s Military Council
- Ft Riley & Ft Leavenworth Consortium of Colleges and Universities
- Flint Hills Veteran’s Coalition
- Noble Cause USA
- USO Advisory Committee
- American Corporate Partnership
- Society for Military History
- Society of American Military Engineers
- National Society of Pershing Rifles
- Arnold Air Society
- Pershing Rifles Military Fraternity
Leveraging the experience of the Wildcat Battalion, the pilot project of something bigger to follow...

Kansas State University Army ROTC

Wildcat Battalion Fall 2010
Producing Leaders for the Nation since 1863
The K-State Military Affairs Experience…

Engaging our military alumni

Military Residence Hall

 Mentorship Programs
The K-State Military Affairs Experience...
Sharing the Athletics Experience..

“NEVER BROKEN BY HARDSHIP OR BATTLE”

ARMY WIFE STRONG
K STATE PROUD

EVERY MILITARY WIFE A WILDCAT

KANSAS STATE BASKETBALL
WILDCATS
PARTNERSHIP OBJECTIVES

- Promote the U.S. Army among the 23,000 students and 105,368 Alumni & Friends of K-State
- Showcase the USAREC Recruiting mission to influencers and prospective future Soldiers in the Central Flint Hills Region
- Help Brand the U.S. Army and USAREC in the NCAA “Big XII” environment
- USAREC Partnership supports K-State becoming the “most-military” inclusive public university in America
- Invest in the growing relationship with K-State—Top 3 ConAp program in USA
The K-State Military Affairs Experience…
Supporting National Veteran’s Non-Profit Service Organizations…
The K-State Military Affairs Experience…

BRO Command Team Orientations..
Thank-You!
Compelling Insights..

• Our approach first built affinity-relationship-mechanisms-capacity—then IMPLEMENT
• We have taken a comprehensive approach for Mil Affairs to touch the entire university community…military-inclusive vs. friendly..
• We engage in a joint endeavor that complements our community and regional efforts..
• Developing interoperability and effective communications between a military and academic institution not easily done—nor sustained
• This is an institutional advancement effort not a business model..
• Fiscal resources for a sustained joint venture like this is equally problematic for military and university..
• Unity of effort essential—unity of command/authority does not exist
• We have been placed in a position of relative expertise to assist others—but do not have all of the answers/solutions…
Helping others to connect and partner.
Questions