

# 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 1<sup>st</sup> Infantry Division & Ft Riley..
- **Your questions..**



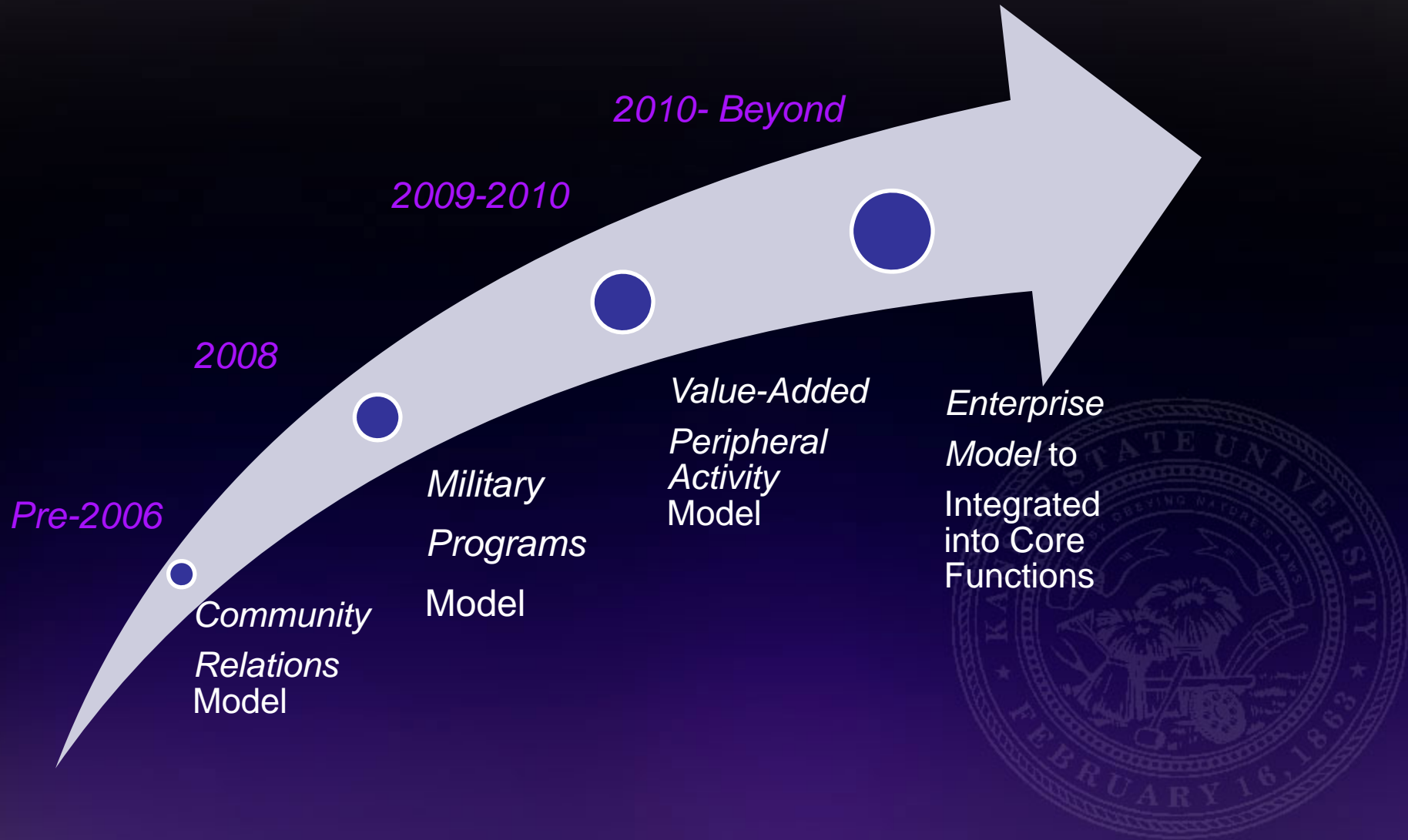
# Overall Goal for University Military Affairs

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*



# 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



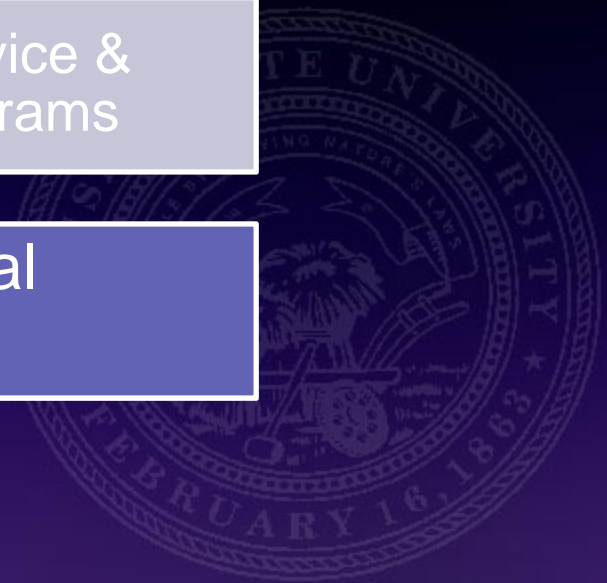
Support of Academic  
Programs



Support of Service &  
Outreach Programs



Informational  
support



*How we engage our military...*





# The K-State Military Affairs Experience

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

Why we engage...

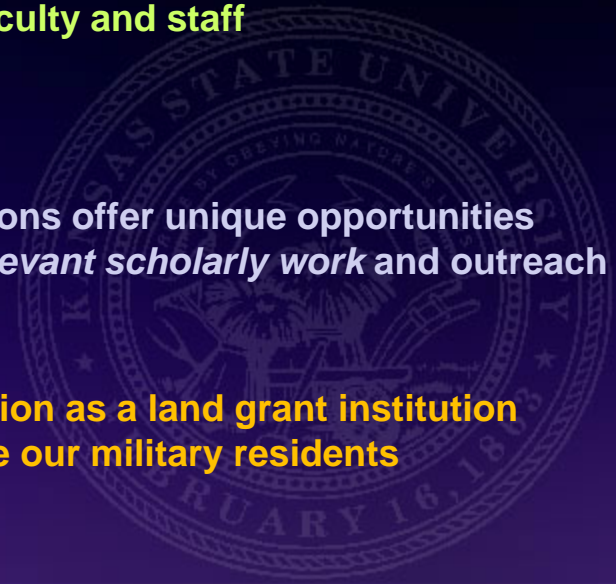


*We share a common community demanding higher levels of understanding and a shared culture*

*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...*



ARMY



Veteran  
Students



AIR  
FORCE



MARINES



ROTC  
Cadets



National  
Guard  
Students



NAVY



Defense  
Dept  
Civilians



Reserve  
Forces  
Students



Military  
Contract  
Professionals



Military  
Family  
Members



Advanced  
Civil  
Schooling



JUNIOR  
ROTC  
Cadets



COAST  
GUARD



Officer  
Degree  
Completion



Veterans  
Admin  
Professionals



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 institutions' 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 for 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 service 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

#### 1<sup>st</sup> 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 along with 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 27<sup>th</sup>, 2009

*[Signature]*

Dr. Kirk H. Schulz  
President  
Kansas State University

*[Signature]*

Major General Vincent K. B  
Commanding General  
1<sup>st</sup> Infantry Division & Fort Riley



**COMMUNITY COVENANT**  
supporting those who serve



*Creating new relationships*



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# The K-State Military Affairs Experience

*..Our Partnership with 1<sup>st</sup> Infantry Division & Fort Riley*







# 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 (CG/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 1<sup>st</sup> Infantry Division and Fort Riley





# Fort Riley Education Program Market Strategy

A. Continue Current Marketing & Recruiting Efforts

B.1 Develop Influencers

Ed  
Svc

B.2 Refine Product Offerings

-courses  
-degree pgm  
-certificates

Needs  
Assessment

C.1

Develop  
New Incentives



C.2

Organize  
For Success

C.3

Develop  
Metrics

SWG

Begin Target Marketing Tasks/Events

D.



Soldier



Spouse



Children



Departing



Civilian



Civ Family

Assess &  
Adjust

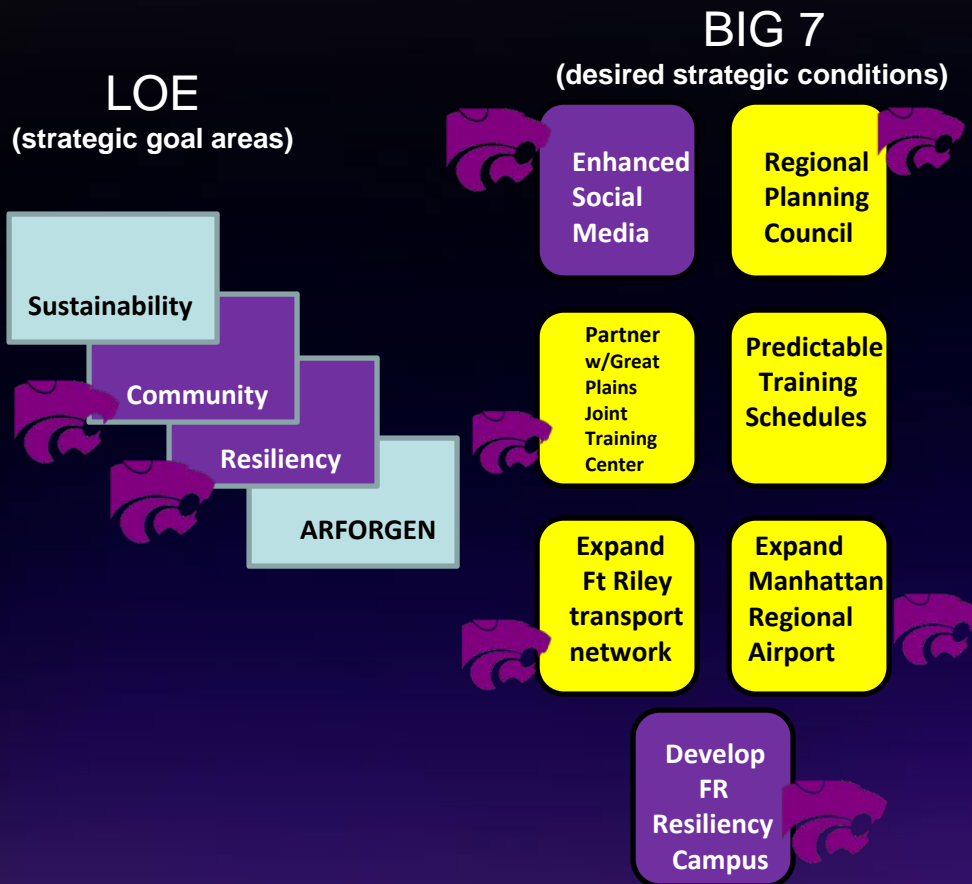
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# K-State – Fort Riley Partnership— Support of FR 2015 Campaign Plan



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



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







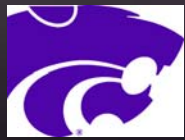
# Kansas State Research & Extension at Fort Riley

## Family and Consumer Science Program



- **Nutrition and Health**
- **Family Life**
- **Child Development**
- **Family Resource Management**





# K-State Cooperative Extension Program –Fort Riley



- 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)



Fort Riley  
Extension  
Program Fully  
Staffed and  
Operational  
Fall 2009



Hire Four Program Assistants,  
One Nutrition Assistant, and  
Two Administrative Assistants  
By August 2009



Coordinator, Agents, ACS Director,  
KSU Ext. Assistant Director Visit  
Texas Spring 2009  
Didn't go



Hire Four Extension Agents  
February 2009



Hire Administrative Specialist, Open Extension Office at Fort Riley, ACS  
January 2009



Hired Coordinator, Fort Riley Extension Program  
15 November 2008



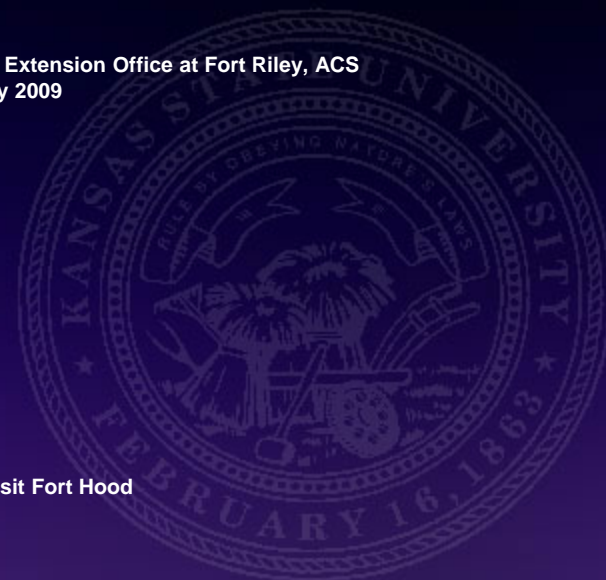
FR-KSU ISSA Initiated – 14 July 2008



Memorandum of Understanding Signing  
Riley's Conference Center  
Fort Riley, KS  
7 February 2008



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



KANSAS STATE UNIVERSITY

November 2009



# The K-State - Fort Riley Partnership



*Students and Soldiers are our **major stakeholders***





K-STATE IN IRAQ



# 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 1<sup>st</sup> 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 1<sup>st</sup> 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



- **K-State becomes the first US based University to deploy university President into Iraq**
- K-State achieves a better understanding, garrison vice deployed, and identifies potential opportunities to provide support to our military community and partners

### 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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Dr. Kirk Schulz  
President



Jeff Morris  
Vice President for Comms & Mktg



Dr. Virginia Moxley  
Dean, College of Human Ecology



LTC (Ret) Art DeGroat  
Director of Military Affairs





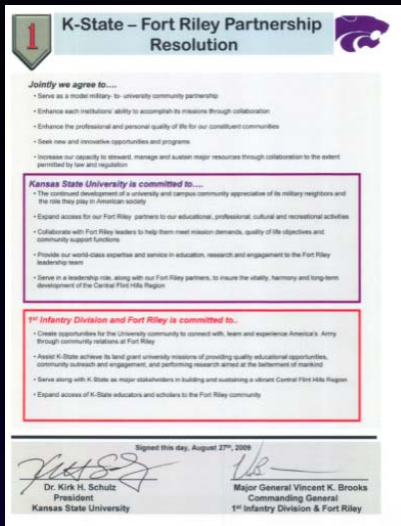
## Basrah University engineering students meeting Dr Schulz





# The K-State Military Affairs Experience

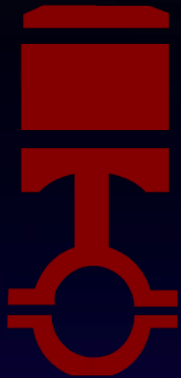
## *..what compels us to partner with the military...?*



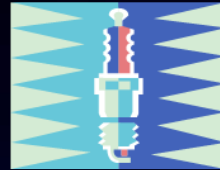
**“ A matter of the heart...”**

# Economic and Community Engines

**Local Military**



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



**Local University**



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



National  
Professional  
Associations

National  
Service  
Organizations

Regional/Local  
Service  
Organizations

Regional/local  
Professional  
Associations



**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



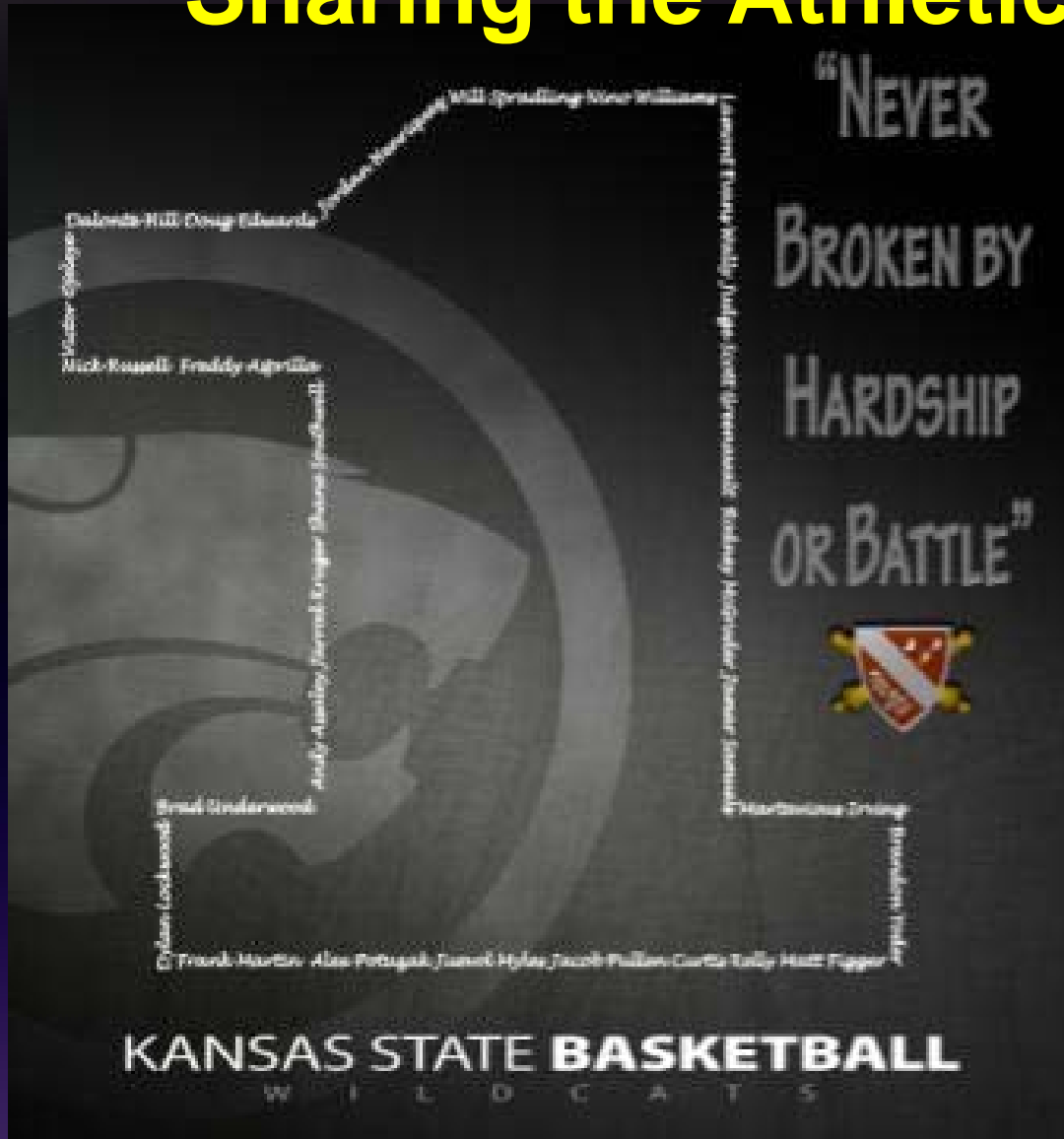
**Military Residence Hall**



**Mentorship Programs**

The K-State Military Affairs Experience...

# Sharing the Athletics Experience..





# The K-State Military Affairs Experience...

## Supporting U.S.Army Recruiting Command

### KANSAS STATE

#### 2010 - 2011 ATHLETIC PARTNERSHIP WITH U.S. ARMY RECRUITING COMMAND



#### 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!





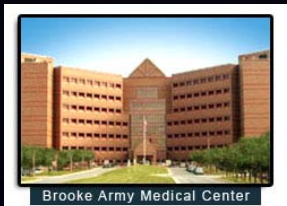
# Compelling Insights..

- 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

