

# NAIMES

National Association of Institutions for Military Education Services

*educating our people in uniform*

*NAIMES is an organization comprised of institutional members dedicated to the delivery of quality postsecondary education programs to the military community.*

*Through collaborative partnerships with DoD voluntary education leadership, sister organizations and agencies, NAIMES continuously seeks to promote quality degree programs, student support services, and principles of good practice. At its core, NAIMES is committed to the academic success of students within the military community.*

**NAIMES –  
We're on the Web!  
[www.naimes.org](http://www.naimes.org)**



## **From the President**

*Gary D. Harrah, USAF (Ret.)  
NAIMES Immediate Past President*

It is hard to believe that a year has almost passed since we started this newsletter initiative. Hopefully you have found the information to be useful and relevant. By sharing best practices and current issues affecting military and veteran students, and their families, as well as opening lines of communication, hopefully we are able to make a difference. This edition contains examples of each of these objectives, from highlighting virtual education fairs, the importance of credentialing, and the DOD Joint Civilian Orientation Conference (JCOC), to opportunities to interact with NAIMES and other educational institutions through our Policies and Issues Committee, CCME Roundtables, and participation in your local ACMEs.

During the recent NAIMES Annual Meeting, elections were held and the gavel passed. I would like to congratulate the new executive board and look forward to continuing to work with you on continuing to define NAIMES and its very important role in advocating for the military community student. The members of the new Executive Board, besides myself as immediate past president, are:

President: Kelly Wilmeth, University of Maryland University College

Vice President/President Elect: John Aldrich, American Military University

Treasurer: Joseph Houghton, Troy University

Secretary: Alisha Miller, Thomas Edison State University

I want to close out my final article as President of NAIMES on a couple personal notes. First, I want to thank the representatives from NAIMES member institutions for taking the vision that I had for my term and running with it. I feel that the organization is on a much stronger footing than it was just 18 months ago. There is a focus in all that we have done, and are planning to do, with the end goal being a better educational experience for all of our military community students. Secondly, I would remiss in not including a personal thank you to Barbara Bockman for all that she has done in her decades long career assisting military students. Barb not only was a long time Secretary of NAIMES, including during my entire term, but also my Secretary while I was the President of the Council of Military Educators – Washington State (CMEWS). She has always been a mentor to me and an advocate for the students that she serves, and will definitely be missed. Barb, from the bottom of my heart, thank you!!

## **NAIMES Mission Statement**

*NAIMES is a member-driven organization which advocates for the military student and partners with the military education community for the betterment of off-duty Voluntary Education programs. As a force for academic quality and continued improvement, and as a military student advocate (to include veterans, family members and DoD Civilians), NAIMES members promote best practices, provide a perspective of a diverse higher learning community, and will take positions that reflect the collective will of the membership.*



## **Policy and Issues Committee Update**

*John Aldrich, NAIMES President-Elect  
Vice President, Military, Veterans & Educational Partnerships  
American Military University*

Institutions that make up the National Association of Military Institutions for Military Education Services (NAIMES), are as diverse as the issues that face both service members and the institutions that serve them. Both NAIMES and their students each face a very different set of challenges when navigating the world of voluntary education; however, at our recent annual NAIMES meeting, several issues struck a common chord for all institutions. Enrollment management tools, success measurement tools, and the Navy Virtual Education Center were all topics that generated interesting discussion and debate among member institutions. These are just some of the issues that NAIMES will focus on in 2017.

To help NAIMES better understand what issues and concerns in voluntary education are impacting your institution, we would appreciate your feedback on some of the challenges that you are facing as an education provider for military, veterans, and their family members. Feedback can be provided via the NAIMES website at [naimes.org](http://naimes.org), the NAIMES Facebook page, and at the NAIMES roundtable sessions scheduled during the CCME 2017 Conference in Atlanta, Georgia.



## **CCME 2017 Collaboration: Strengthen Ourselves For Those We Serve**

*Angela C. Albritton  
Military Relations and Strategic Initiatives  
Worldwide Campus, Embry-Riddle Aeronautical University*

## **NAIMES Will Be Facilitating Three Round-Table Discussions at CCME 2017**

After hosting a very successful first NAIMES round-table at CCME in San Antonio, we are looking forward to continuing the collaboration and information sharing at next year's event in Atlanta, Georgia. We are excited to announce that we will be offering three round-table sessions to highlight our goal of having an open and honest dialog about the state of military voluntary education. By attending, you will have an opportunity to collaborate and exchange ideas with colleagues from other institutions who serve large military and veteran student populations. NAIMES also plans to share data that we collect for our annual NAIMES' best practices report on providing post-secondary educational opportunities to service members, military spouses and veterans.

We hope you can join us!

**2017 CCME  
Professional  
Development  
Symposium**

March 6-9, 2017

Atlanta Marriot  
Marquis - Atlanta,  
Georgia  
265 Peachtree Ave.  
Atlanta, GA 30303

**Conference Theme:  
"Collaboration:  
Strengthen  
Ourselves For Those  
We Serve"**

Registration for the  
2017 Council of College  
and Military Educators  
(CCME) Professional  
Development Symposium  
is OPEN. Early  
Bird pricing expires  
November 30, 2016,  
after which normal full  
registration fees apply  
(and increase by \$50).

For registration and  
other symposium  
information, please visit  
the CCME website at  
<http://www.ccmeonline.org/annualsymposium>.

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Volume 1, Issue 4



**ACME Write-up**

*Advisory Councils on Military Education*

*Michael Midura*

*Director Military Strategy & WW Scholarship  
Colorado Technical University*

Advisory Councils on Military Education (ACMEs) were originally founded in the 1970's, predominately in states with high concentrations of military installations and personnel such as Texas, California and Florida. To date, ACMEs now operate in 18 states; this includes regional ACMEs that encompass multiple states. Their purpose was, and continues to be, to bring together senior state executive and legislative leaders with senior military and academic leaders to address and resolve educational challenges that impact service members and their families.

ACMEs have been successful with many pertinent initiatives including in-state residency issues, and the reduction of and waiver of out-of-state tuition. This model is quickly becoming a grassroots forum for addressing higher education issues within the military communities. Most recently many ACME Presidents joined forces to write letters to the Chairmen of the House and Senate Armed Services Committees, expressing their concerns with the Navy's decision to close all but four CONUS Navy College Offices by September 30, 2016. Although the Navy went through with these closures, the ACMEs' involvement did attract the Navy's attention as well as the mentioned Congressional committees.

For a number of years the ACMEs have had the opportunity to hold their individual state/regional meetings at the annual Council of College and Military Educators (CCME) Symposium. This was the result of ACME leaders' desire to partner with a national organization that understands their individual missions related to military off-duty voluntary education programs.

Recently the CCME Board of Directors allotted time for an ACME update during the opening day General Session at the 2016 Symposium in San Antonio. This provided an opportunity for the CCME membership to hear what initiatives the ACMEs were planning, as well as introduce the current ACME Presidents. CCME has served as a national forum for organizing professional development opportunities as well as facilitating interaction of ACME leadership and membership.

There are currently 12 active ACMEs across the country with a few more in the various stages of the formation process. Active ACMEs include California, Southeastern Council on Military Education (SECOM), Colorado, Council on Military Education in the South (COMETS), Florida, Iowa, Kansas, Mid-South, Missouri, New York, Virginia and Washington State (CMEWS). The ACME link on the CCME website is [www.ccmeonline.org/acme](http://www.ccmeonline.org/acme). For the 2017 CCME Symposium at the Marriott Marquis in Atlanta, the CCME Board of Directors has approved the following ACME itineraries on the agenda:

1. ACME Presidents Reception - Sunday, March 5th 6PM-8PM
2. ACME Meetings/Workshops – Monday, March 6th 9AM-5PM
3. ACME Presidents Meeting – Monday, March 6th 5PM-6PM
4. Symposium Opening Day General Session ACME Update – Tuesday, March 7th 11:45AM-12:00PM.

## NAIMES Members

American Military University  
 Brandman University  
 Campbell University  
 Capella University  
 Central Michigan University  
 Central Texas College  
 Coastline Community College  
 Columbia College  
 Embry-Riddle Aeronautical University-Worldwide  
 Grantham University  
 Park University  
 Pike's Peak Community College  
 Saint Leo University  
 Southwestern College  
 Thomas Edison State University  
 Troy University  
 University of Alaska System  
 University of Maryland, University College  
 University of Oklahoma  
 University of Phoenix  
 Wayland Baptist University  
 Webster University



## Thank You, Barb!

Ramona McAfee  
 Interim Program Manager  
 Northern Military Programs  
 University of Alaska Fairbanks/  
 Community & Technical College

Joseph H. Houghton  
 Director of  
 Military Programs  
 Troy University

After some 32 years of service to Brandman University, active participation in NAIMES as both member and Board member, and of dedicated academic guidance and support to our men and women in uniform, Barbara Bockman announced her retirement effective 30 September 2016. What can one say other than that Barbara has made a significant contribution as an educator, a professional, and as a colleague.

Barbara's career began in 1984 at Brandman's (then Chapman) University San Diego Campus. In 1999, she was named the University's Campus Director for the Whidbey Island campus, a role she maintained until her retirement in September. During her career, Barbara's advice has helped to steer some 2,000 Brandman students through the challenges of higher education to program completion and college graduation. A military spouse herself, Barbara had "walked the walk" and understood and appreciated the unique challenges that military members and their families experience regularly. In her own words, "I know what it's like to be the military spouse left behind during a long deployment."



Barbara Bockman

Ramona McAfee, NAIMES member and former NAIMES President, recalls meeting Barbara at CCME 2001. "New to the world of military education, I was attending my first CCME conference. Barbara was introduced to me by a Fairbanks colleague when she was nominated and elected as CCME Treasurer, a position she held for several years. A few days after the conference, I received a phone call from Barbara. She was conducting a reference check on my colleague who had applied to Chapman University for the Director of the Washington military campuses. It did not take but about three minutes of that phone call for Barb and me to become fast friends. Chapman did hire Ken and was very happy with their selection. Barb and I joked that Ken could never return to Alaska because she was not letting him go – Ken was her boss. Who knew that Barb and I would go on to work so closely with NAIMES. We looked forward to our twice/year visits at CCME and NAIMES meetings.

For fifteen years Barbara and I have been close friends. She has inspired me, and her students, has given support and encouragement when needed and has shared her insight willingly. Barbara's unfailing commitment to serve military students, any student, has never diminished over the many years she has been in the field of higher education.

As a colleague, Barbara's positive attitude, her smile, her willingness to do what needs to be done, her commitment to being a participant, and her uncanny ability, as NAIMES Secretary, to produce detailed minutes of NAIMES meetings almost instantaneously were qualities that were very much admired, respected and often envied. NAIMES extends its appreciation and thanks to Barbara for sharing herself, her talents and her knowledge with the community of military educators for so many years.

Barbara, we thank you and offer our warm congratulations on your retirement! You and Dave will now have more time to spend with family, more time to do even more travel and to enjoy far-away places.

**NAIMES  
Governance**

**President:**

**Kelly Wilmeth**

*Vice President, Stateside  
Military Operations*

*University of Maryland  
University College*

**President-Elect:**

**John Aldrich**

*Vice President,  
Military, Veterans &  
Educational Partnerships*

*American Military  
University*

**Immediate Past**

**President:**

**Gary D. Harrah**

*National Director,  
Military and Veteran  
Partnerships*

*University of Phoenix*

**Treasurer:**

**Joseph H. Houghton**

*Associate Director &  
Director of Military  
Programs - Global  
Campus*

*Troy University*

**Secretary:**

**Alisha Miller**

*Associate Director,  
Office of Military &  
Veteran Education*

*Thomas Edison  
State University*



**Military.com Virtual Education Fair**

*Chris Tipton*

*Director, Veterans Initiatives*

*University of Maryland University College*

The University of Maryland University College (UMUC) participated in the Military.com Virtual Education Fair on September 15th, 2016. The fair was hosted by Military.com using a platform provided by College Week Live, a vendor that has worked with the Department of Defense (DoD) for their two Virtual Education Fairs held in November 2015 and August 2016.

Virtual Education Fairs have become increasingly popular over the past few years, especially with the preference of online education among military-connected students.

For the university, there is a considerable level of effort required to develop online marketing materials, including videos, online brochures and other materials. However, once these collateral materials are created, they can be re-purposed for future events, regardless of the vendor's platform. It is common that small changes need to be made to formatting, sizing of images and other changes to customize each event, but these changes are small in comparison to the initial build of your "Virtual Education Fair Portfolio."

Aside from the booth costs and any cost associated with creating collateral material to support the event, Virtual Education Fairs are essentially free for universities to participate in, and provide a cost-effective means for schools to reach prospective students. Booth reps can sign in from any location, so there is no travel cost associated with university staff participation.

For the September event with Military.com, the cost to participate was \$2,500 and each participant was provided with:

- Page configuration including a place for school logo and choice of colors
- Online chat during the event (4pm – 12am EST)
- 7 days of additional unlimited post-event chat
- Information area with links to the school's website
- Area to download e-brochures, videos and podcasts
- A support representative from the vendor to help with the virtual booth creation
- Training for school representatives to use the chat and booth functionality
- Marketing materials to help promote the fair
- Promotion by Military.com to attract prospective students
- Post-event reports: Attendee and Activity report of booth visitors along with visitor activity for the university's page
- Chat transcripts

Around 50 students entered UMUC's booth, which was just over 4% of the overall RSVP list of around 1,100 students.

## NAIMES Standing Committees

### Nominations and Elections Committee

**Chair: Ramona McAfee**  
University of Alaska

**Nirmala Sharma**  
Brandman University

**Stephen Ferguson**  
Southwestern College

### Membership Committee

**Chair: Louis Martini**  
Thomas Edison State University

**Elane Seebo**  
Wayland Baptist University

**Gary D. Harrah**  
University of Phoenix

**Jim Cronin**  
University of Maryland  
University College

**John Cain**  
Saint Leo University

### Scholarship Committee

**Chair: Jim Yeonopolus**  
Central Texas College

**Alisha Miller**  
Thomas Edison State University

**Joseph H. Houghton**  
Troy University

**Nirmala Sharma**  
Brandman University

**Randall Doerneman**  
University of Oklahoma

### Policy and Issues Committee

**Chair: Gary D. Harrah**  
University of Phoenix

**Jim Cronin**  
University of Maryland  
University College

**John Aldrich**  
American Military University

**John Cain**  
Saint Leo University

**Joycelyn Groot**  
Coastline Community College

**Louis Martini**  
Thomas Edison State University

**Mike Bibbee**  
University of Phoenix

## Recap: August 16, 2016 DoD Virtual Education Fair



*Elane K. Seebo, PhD*  
Vice President of External  
Campuses and Graduate Services  
Wayland Baptist University



*Gary D. Harrah*  
USAF (Ret.)  
NAIMES Immediate  
Past President

DoD's second Virtual Education Fair was held on August 11, 2016 from 8:00 a.m. to 6:00 p.m. EDT. The virtual education fair was designed to support the Presidential Executive Order for Principles of Excellence by providing a venue through which current and prospective students were able to explore a variety of educational options with educational institutions, including available certificate and degree programs, tuition and fees, financial aid and other funding options, and credentialing opportunities. Complimentary assistance was available from counselors from the DoD Voluntary Education arena, who provided information on subjects such as tuition assistance, prior learning assessments, and college readiness programs. Live chats with representatives from a variety of educational institutions and DoD Voluntary Education served as an open, interactive forum through which students were able to hone in on answers to their specific questions.

The invitation-only forum included NAIMES institutions that represented both the proprietary sector (the University of Phoenix-UOP) and the private sector (Wayland Baptist University-WBU) among approximately 40 educational institutions invited to participate in the event. During the ten-hour event, UOP recorded 43 visitors to their site, with 15 of those visits evolving into actual conversations. WBU reported approximately 30 visits, with approximately 10 extended chats. For UOP, primary topics included accreditation, use of the GI bill, tuition costs, transfer of credit, and financial questions. For WBU, questions centered on degree completion/transfer of credit, CCAF and AU/ABC, and financial issues.

Both institutions observed that the education fair:

- met the intent of providing students with information needed to make better informed educational decisions;
- allowed students access to a broader spectrum of educational institutions, programs and career options;
- was convenient and technologically appropriate;
- served as an excellent way to augment face-to-face interactions or to provide a viable alternative when face-to-face interactions were not feasible; and
- should be replicated in the future.

Recommendations for future education fairs included:

- extended communication about the structure of the event (e.g., who will be participating) and what works best based on experiences in the first two education fairs;
- better preparation on the part of the educational institution in selecting or designing materials for the landing page;

## **A Brief History of the NAIMES Organization**

*NAIMES was founded on March 26, 1975, in Los Angeles, California. Its first By-Laws were adopted on that date and have continued in force with only minor modifications since then.*

*Over the years, NAIMES developed a pattern of annual and semiannual meetings among its institutional representatives to discuss the relationship of the Institutions with the Department of Defense and with the individual military services. Of immediate and continuing concern was the desire of the member institutions to meet and exceed quality standards established by the military services. From its beginnings, NAIMES sought to provide a collective voice for the institutions to assist the DOD's established regulations for the department's Voluntary Education Programs. Over the years, NAIMES has grown from an original membership of seven educational institutions to its current membership of 22.*

## **DoD Virtual Education Fair, cont.**

- ensuring students are aware of the event; and
- providing additional training for participants relative to interactions with students (e.g., to whom/how to refer students for specific questions not within the purview of the institution)

Given the dexterity with which most students navigate the virtual world, the virtual education fair is a logical extension of and complement to services provided in more traditional formats. Perhaps most significantly, the virtual education fair allows both DoD and institutions of higher education to make optimum use of available resources to continue to provide the best possible opportunities for our service members. As the format matures and logistics are refined, the virtual education fair promises to become a staple in the repertoire of institutions serving the military community.



## **The Importance of Professional Credentialing**

*Stephen Ferguson  
Director of Admissions and Military Partnerships  
Southwestern College*

Professional credentials play a vital role in today's workforce. Industry certifications allow employers the ability to determine if a prospective employee possesses the necessary skillset, knowledge and experience to perform a specific job.

According to Melissa Murer Corrigan, President of the Institute for Credentialing Excellence (ICE). "Certification may positively impact company profitability and provide employees with nationally portable credentials that set them apart when seeking a new job or advancing within their current organization."

## **Qualifying Your Military Skills and Training in the Civilian Job Market**

For many service members, the transition to the civilian job sector, specifically career transition, can be a daunting task. Often times, the ability to utilize military experience can be negated by the lack of formal education and professional certifications associated with the respective career field. For service members working in specialized career fields, obtaining a professional certification can open doors to immediate employment upon leaving the armed services.

In an effort to assist service members with obtaining industry-recognized professional certifications and licensures relative to their military jobs, each branch of the armed services has implemented a Credentialing Opportunities On-Line (COOL) program. The COOL programs provide service members with information on certifications that align with their active duty jobs, professional certification training programs, and how to access funding to cover the cost associated with obtaining a certification or license. Additional information on the COOL programs can be found by accessing the following links.

- [www.cool.army.mil/](http://www.cool.army.mil/)
- [www.cool.navy.mil/usn/](http://www.cool.navy.mil/usn/)
- <https://afvec.langley.af.mil/afvec/Public/COOL/>

NAIMES –  
We're on the Web!  
[www.naimes.org](http://www.naimes.org)

NAIMES is  
on Facebook



Announcing the renewed effort to energize the NAIMES Facebook page! Let's do all we can to increase the membership of the page so we can then ensure we have more quality posts full of vital information to pass on. Just type NAIMES into the search box and you'll see the page. Dan Roby, from AMU, will ensure you are approved within a day. If you have any inputs or ideas on making the page more beneficial for all, please feel free to contact Dan at [droby@apus.edu](mailto:droby@apus.edu).



## Interview with Provost Julian Schuster

Patrick Giblin  
Director of Public Relations  
Global Marketing and Communications  
Webster University

*Julian Schuster, provost, senior vice president, and chief operating officer of Webster University, was selected by the Department of Defense for the Joint Civilian Orientation Conference (JCOC) program. Only a handful of civilians are selected for this program each year. It is designed to familiarize executives at civilian operations with the inner mechanisms of the Pentagon. (Our full story on that program can be found here: <http://news.webster.edu/employee/2016/schuster-jcoc-defense-department.html>).*

*Recently Provost Schuster sat down with Patrick Giblin for a Q & A session. Here are the answers:*

### **Why did you sign up for this?**

This is once in a lifetime opportunity to get an in-depth perspective about our military and department of defense activities. Every year secretary of Defense invites a selective group of 35 to 40 individuals who are presented with a series of activities aimed in broadening and deepening individuals' understanding of the scope of activities and operations about our military and defense.

### **Where did you go, and what did you do?**

We went to the Pentagon outside of Washington, D.C.; Quantico, the Marine Corp Base; St. Petersburg, Naval Coast Guard Facility; Eglin Air Force Base; Fort Bragg, Norfolk, Virginia; and George Washington Air Carrier. This was the very informative and engaging time at each location, meeting with leaders as well as service members.

### **What was the focus?**

The focus was to learn more and become acquainted with operations of our military forces. However, we also learned about life's aspirations and dedication of members of our armed forces. Their daily routine, patriotism and commitment to our nation.

### **Who did you interact with?**

We interacted with leaders, spanning from deputy secretary of defense to the sailors, from the four-star generals to the enlisted privates. Each and every one of those individuals shared with us a fascinating story of individual strength and power of team work.

### **What insights do you have now on the Department of Defense that you did not have before?**

I was particularly impressed by the complexity of the relationship between the civilian and military sectors. While this relationship is sometimes tense, it is always aiming toward finding an optimal solution for our nation's safety and security.

### **Would you recommend it to other schools with large military populations?**

This is a truly unique program which provides unforgettable experiences to its participants. While we gained an invaluable knowledge of how to serve our military better in terms of our educational programs, one can not underestimate the deeply personal affect that this program has on its participants. It is more than just recommending the program, we should all work in spreading the word about its unequivocal benefits and thus further developing mutual understanding and cooperation between civilian and our defense forces.