

Engaging Students

September 23, 2026

P★A★V★E
Peer Advisors for Veteran Education



Why is engaging with students so important?



A decorative header consisting of a row of hexagons. From left to right, the colors are: light blue, dark blue, light blue, dark blue, white, dark blue, light blue, and dark blue. Below this row, a second row of hexagons is partially visible, with colors including light blue, dark blue, light blue, and dark blue.

Sense of belonging & Feeling connected

Students do better in school when they feel connected to their campus.

Outreach through PAVE helps student veterans feel more connected to each other and to their campus, which reduces isolation and improves overall well-being.

A decorative pattern of hexagons in various shades of blue, green, and grey, arranged in a honeycomb-like structure on the left side of the slide. Some hexagons are solid colors, while others are outlined in white or orange.

**Which
communication
method is most
effective for
engaging students?**

Why don't students respond?

UGH, PEOPLE.

To Do List

- ① So
- ② Many
- ③ Things



Engage



- Ask for a response
- Surveys!
 - What kind of activities would you be interested in?
 - How would you like to receive information?

Personal



- Share about each team member on your website, on social media, in your office or space
- Include your photo in your signature line

Personalize



- Post cards
- Send an email AFTER the event
- Tailored emails (major, family, year in school, dependent)



ALL Channels



- Update your website
- Use social media to advertise events and share resources
- Campus radio station or newspaper
- Canvas, Pulse, etc
- Discord

Persistence wins!

Peer Advisor

Easton, Nathaniel (neaston1@chemeketa.edu), AAOT, Army

Student Veteran

76S56532

Date

Feb. 28, 2024

Type of Interaction

In-Person

Time Spent

90 mins

Topics discussed

- **No Specific Topics - Provided Support:** No Specific Topics Discussed - Provided Support

Resource Referred To

- **No Specific Topics - Provided Support:** No Resources Referred

Description of Interaction

Successful outreach! The student was receiving our emails and finally decided to check out the office.

Set follow-up plan?

None

Flag this log for assistance?

No



Information, Learning, Resources

- | | |
|---|--|
| <ul style="list-style-type: none">• Campus Tour• New Student Orientation for Veterans• Resource fair• VA information• Benefits overview• Onsite office hours with Certifying Official, Academic Advising, VA/VSO rep | <ul style="list-style-type: none">• VRC visit from Career Readiness Center, Campus Counseling, Tutoring Center, Financial Aid• Resume Workshop• Headshots and JC Penney Suit Up• Academic Success Workshop• Financial Wellness workshop• Newsletter |
|---|--|



Social, Entertainment, Food, Fun

- | | |
|--|--|
| <ul style="list-style-type: none">• Welcome Back Coffee/Breakfast/Lunch/Dinner• Meet & Greet Coffee/Pizza party• Art activity (painting, pottery)• Stressless day• Battle of the Branches (anything)• Ax throwing, Fowling, Duckpin Bowling, Bowling, Arcade night• Chili Cookoff• Game night | <ul style="list-style-type: none">• Tailgating• Hikes, runs, rucks, yoga• Brewery tour• Attend Sports games• Start a sports teams• Fantasy Football league• Mid-term study days with food• Movie night• Planned outing• Seasonal events• School events |
|--|--|



Service, Volunteering, Giving Back

- Blood drive
- Toys for Tots
- Food collection
- Clean up the beach (or park, or campus)
- Partner with Travis Manion Foundation/Mission Continues

- After school tutoring
- Animal shelter
- Food pantry
- Volunteer within expertise area



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A decorative pattern of hexagons in various shades of blue, green, and white, arranged in a honeycomb-like structure across the top of the slide.

Team Brainstorm

→ What kind of INFORMATION, LEARNING, & RESOURCES do you think your students need?

→ What kind of SOCIAL ACTIVITIES do you think your students would enjoy?

→ What kind of SERVICE ACTIVITIES are available in your community?

→ What other GROUPS could you PARTNER with?

Outreach Planning

Schedule

- Predictability, Frequency, Time of day

Location

- Virtual, In person on campus, off campus

Who?

- Veterans, Dependents, Family members

Co-branding/Co-offered

- SVA/SVO, other orgs on campus

Communication

- In advance, day before, day after



KEEP
going
KEEP
growing

Be consistent AND persistent: *“We have greatly benefited from steadily reaching out to students and regularly posting announcements about upcoming events.”*

Try new things:

“Our Team Leader implemented campus tours earlier this month for incoming students – huge success!”

“We meet at the Dining Hall regularly and every time more students come”

