



Increasing Young Veteran Participation in Clear Path for Veterans

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December 4, 2019

Executive Summary

Clear Path for Veterans is looking to expand the involvement of younger veterans in its programs. The goal of this research-based campaign is to increase the involvement of veterans under the age of 35 in Clear Path by surveying interest in events targeted at this demographic. Currently, the initiatives and programs put in place by the organization seem to draw upon a majority older demographic of veterans, leaving behind the most vulnerable group of veterans within society. Through research of veterans in the desired age range, the goal of this proposal is to discover types of events that would draw and retain individuals and their families to Clear Path.

Using a survey distributed through student and independent veteran organizations, we sought to discover ways to increase involvement from veterans 35 years old and their families. The purpose of this distribution method was to obtain feedback on current events offered by Clear Path, as well as gain ideas for new events to incorporate into the organization. By allocating our survey to both veterans and their families, we were able to obtain varied perspectives to best formulate potential new events at Clear Path. After analyzing the survey responses, the feedback of participants suggested the best ways to attract new, younger veterans to the organization is through events tailored towards couples and family interaction. This engagement tactic will allow veterans and their families to form bonds within the organization, thus fostering continued involvement and proximity to Clear Path for Veterans.

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Background & Objectives

Introduction

Currently, there are 20.4 million veterans in the United States according to the Department of Veterans Affairs. While this represents only 10% of the total adult population in the nation, veterans are in need of high levels of support, rehabilitation and medical treatment (Bialik, 2017). Clear Path for Veterans operates to provide engagement, support and connections for veterans and their families. Despite the great reach of the organization, Clear Path is struggling to gain buy-in from younger veterans and their families. Because of this gap in membership, the leadership at Clear Path requested aid to research outreach tactics that would resonate with this demographic. For example, the current Wednesday afternoon lunch is not feasible for those veterans who work or have children that need care. In order for the organization to maintain participation numbers, it is crucial they want ways to tap into the younger crowd. The information garnered from this study will provide Clear Path with viable options to expand its membership using data-driven results. With this information, it will be possible to suggest new events that can be integrated into the current schedule of Clear Path to appeal to younger veterans, despite this group having great variations in marital and parental status. Overall, it is the goal of researchers to expand on the successes of Clear Path for Veterans to another audience which is in need of support and engagement in post-service life.

Research Question

What types of events can Clear Path for Veterans put on to increase involvement from veterans 35 years old and younger and their families?

Currently, Clear Path for Veterans is experiencing a gap in participation from younger veterans. The existing events are well attended by older veterans; however, the organization has struggled to reach a large portion of the local veteran community. The scheduled times for these events often conflicts with those individuals who work, as many occur during weekdays. By conducting a survey focused on what will attract veterans to Clear Path events, this campaign has the potential to allow the organization to expand its membership to include a key demographic it is currently missing and identify areas for the organization to improve its outreach.

Public(s) & Concept

The target public for this research campaign is veterans 35 years and younger, both males and females, who are single, married, have children and do not have children. When applicable, the families of veterans are also included in the target audience. These veterans are local to the Syracuse area, specifically the Clear Path facility located in Chittenango, NY.

Once key events are determined through the survey and implemented, Clear Path for Veterans will utilize its vast network to market and promote the events to local veterans and their families. Information can also be posted on the social media platforms currently being used by the organization.

Review of Related Research

When the 2010 National Survey of veterans was conducted, there were as many as 1.8 million veterans of Iraq and Afghanistan in the process of reacclimating to civilian life (Edwards, 2015). Due to the fact that the young veteran population is still steadily growing and changing, however, research surrounding their specific characteristics and behaviors remains limited. Nevertheless, the studies on record reveal a few distinct trends about veterans under 35 years old.

Above all, existing research indicates that the best way to approach reintegration for veterans in the 21st century is holistically, encompassing community, educational and social involvement into one greater strategy (Olenick, Flowers, & Diaz, 2015). In terms of practical abilities, many younger veterans expressed interest in continuing post-secondary education or building a career, but there are systemic contradictions between what schools and the job market expect and what veterans are able to provide. The college environment and financial responsibility, not to mention the memory and concentration issues that commonly affect veterans with post-traumatic stress disorder, do not make it easy for veterans to find success (Ellison & Smelson, 2011). The job market is equally unforgiving, despite the fact that veterans' service often makes them valuable candidates. They possess strong leadership skills, an aptitude for efficiency and respect for teamwork, but veterans are often unaware of how to market those skills in a career setting (Taylor, 2016). Among young veterans, there is also a persistent struggle to integrate back into prior social networks (Ellison & Smelson, 2011). According to a study from the University of Washington, "Young veterans report social difficulties with greater frequency than the rate at which they are diagnosed with specific mental health concerns." They find it difficult to confide in others, and they often feel disconnected, as if they are starting over when it comes to their personal and professional relationships (Zogas, 2017).

There is a unique opportunity to involve veterans reciprocally when it comes to reaching and connecting with young veterans. A study conducted by the National Center for Homelessness Among Veterans found that younger veterans appreciated learning from other veterans of similar age or deployment experience. They additionally expressed interest in receiving counseling and supportive services from other veterans, which could create a cycle of

employment and support within the community. For reaching this population, there is a sense of trust that comes with learning about programs through word of mouth (Ellison & Smelson, 2011). That being said, between two-thirds and three-fourths of young adults between the ages of 18 and 34 have personal profiles on Facebook, which has proven successful in earlier campaigns targeting traditionally “hard-to-reach” populations. Nearly two-thirds of young adult veterans reported consulting internet sources for health advice or seeking health services, so utilizing social media as a mass-oriented mechanism that still provides a sense of personal recommendation speaks to millennial veterans (Pederson et al., 2015). In terms of the actual experiences they seek, bringing activities to locations that young veterans already frequent increases the chances that they will attend (Ellison & Smelson, 2011).

Methods

In order to better understand how to connect Clear Path for Veterans with veterans under the age of 35, researchers conducted a survey to collect data on what Clear Path events younger veterans are most likely to attend. The survey method was selected because it provided as a means of quick, easy and transferable sets of data that reached a random sample of veterans in central New York.

The target population for this research is young veterans who are 35 years old or younger, along with their families in the Syracuse area. In order to gain a sizable sample, a non-probability sampling method is used for this research. Snowball sampling is a very efficient technique for conducting research with a specific and relatively small population that is hard to identify or locate. Based on accessible population, the snowball sampling method helped reach 146 participants, including a mix of veterans or their family members. Surveys were sent out through

multiple veterans' organizations around the Syracuse area. Some contacts were made through personal connections. Participating veterans recruited other veterans for the research. Referrals from participating veterans increase the sample size targeted at the young veteran population.

After crafting both closed and open-ended questions that probed into the lifestyle characteristics of the sample population, the online survey was sent to the following organizations to be distributed to their members: Syracuse University Student Veteran Organization; Syracuse University Institute of Veterans and Military Families; Syracuse University Office of Veterans and Military Affairs; Honor Flight Syracuse; and the Central New York Veteran Outreach Center. The intention was to reach as many veterans as possible to receive input on veteran programming offered by Clear Path for Veterans and similar organizations. The questions for the survey were drawn from the two original research proposals as well as other literature, then adapted to fit the research question.

The answers from the 22 survey questions were then aggregated and analyzed. This first entailed cleaning the data of abnormal responses or miscellaneous figures that skewed any analysis. The data from the survey was then transferred into a spreadsheet and reviewed a second time. Consequently, the responses to questions like event preferences went from "5 – Very Likely" to just "5" in order to be quantified. Areas of focus were then segmented into the following categories: respondent background information, level of engagement and event interest. Relevant questions within these areas were translated into pivot tables for further analysis. Many of the qualitative elements – questions asking for suggestions or a list – are not specifically referenced in the analysis due to the sheer number of responses, but the data can be provided should they be of interest to Clear Path for Veterans.

Findings

In total, the survey received 146 responses. The breakdown of responses is as follows:

Gender Identity and Age

Of the respondents, 63.7% identified as male, 33.6% identified as female, 1.4% identified as non-binary/non-conforming and 1.4% preferred not to answer. The youngest respondent was 24 years old, and the oldest was 91 years old; however, most respondents were between the ages of 50 and 80 years old.

Row Labels	Female	Male	Prefer not to answer	Grand Total
20-29		6	9	15
30-39		2	10	13
40-49		5	6	11
50-59		12	20	33
60-69		11	13	24
70-79		10	30	40
80+		3	5	8
Grand Total		49	93	2
				144

Military Status

54.7% of respondents were veterans, while 27.7% were friends or family of a veteran or service member. The remainder were split between small percentages of ROTC, active duty, reserve and others. The veterans that responded have been separated from the military for a range of one to 55 years.

Row Labels	Family member or friend to a service member or veteran			Veteran	Grand Total
	None	Reserve			
20-29	3	1		1	15
Female	3	1			6
Male				1	9
30-39	1				13
Female					2
Male	1				10
Prefer not to answer				1	1
40-49	6	2			11
Female	4	1			5
Male	2	1			6
50-59	11	7		1	33
Female	6	4			12
Male	5	2		1	20
Prefer not to answer		1			1
60-69	5	5			24
Female	5	5			11
Male					13
70-79	11	3			40
Female	7	3			10
Male	4				30
80+	2	1			8
Female	2	1			3
Male					5
Grand Total	39	19		2	144

Marital Status

Of the respondents, 61.6% listed their relationship status as married, 12.3% as divorced and 11.6% as single. The remainder are in a relationship or widowed.

Row Labels	Divorced	In a relationship	Married	Single	Widowed	Grand Total
20-29			2	5	8	15
30-39	1		1	10	1	13
40-49				10	1	11
50-59	5		3	21	4	33
60-69	6		1	12	2	24
70-79	5		2	28	1	40
80+	1			4	3	8
Grand Total	18	9	90	17	10	144

Children

Of the respondents, 79.1% were parents and 20.9% are not. These respondents have children ranging in age from one year old to 64 years old. (See infographic below).

Engagement With Other Veterans or Service Members

49.3% of respondents engage with other veterans or service members often, 32.2% do sometimes and 12.3% do so infrequently.

Count of Frequency of engagement with other veterans or service members	Column Labels	Infrequently	Never	Often	Sometimes	Grand Total
Row Labels	Daily					
☐ 20-29		6		7	2	15
Female		2		4		6
Male		4		3	2	9
☐ 30-39		2		9	2	13
Female		1			1	2
Male		1		8	1	10
Prefer not to answer				1		1
☐ 40-49		2	1	3	5	11
Female		2		1	2	5
Male			1	2	3	6
☐ 50-59		2	2	17	12	33
Female		1	1	4	6	12
Male		1		13	6	20
Prefer not to answer			1			1
☐ 60-69		1	1	15	7	24
Female			1	6	4	11
Male		1		9	3	13
☐ 70-79		1	3	21	15	40
Female			3	2	5	10
Male		1		19	10	30
☐ 80+			3	1	4	8
Female			1	1	1	3
Male			2		3	5
Grand Total		3	19	2	73	47

Satisfaction with Engagement

Of the respondents, 42.6% are very satisfied with how often they engage with other veterans or service members, 29.7% are satisfied, and 22.3% are neither satisfied nor dissatisfied. Also, 4.1% are unsatisfied and 1.4% are very unsatisfied.

Average of Satisfaction with engagement with other service members (1=very unsatisfied and 5=very satisfied)	Grand Total
☐ 20-29	4.333333333
Female	3.833333333
Male	4.666666667
☐ 30-39	3.692307692
Female	2.5
Male	3.8
Prefer not to answer	5
☐ 40-49	3.636363636
Female	3.8
Male	3.5
☐ 50-59	4.060606061
Female	4.083333333
Male	4.1
Prefer not to answer	3
☐ 60-69	4.166666667
Female	3.909090909
Male	4.384615385
☐ 70-79	4.25
Female	4.2
Male	4.266666667
☐ 80+	4.125
Female	4.333333333
Male	4
Grand Total	4.097222222

Heard about Clear Path

Of the respondents, 95.9% had heard about Clear Path for Veterans. The majority of these people (64.9%) heard about Clear Path for Veterans through word of mouth. Additionally, 77% of respondents are currently involved with or have attended an event offered by Clear Path for Veterans.

Count of Aware of Clear Path?	Column Labels		
Row Labels	No	Yes	Grand Total
20-29	5	10	15
Female		6	6
Male	5	4	9
30-39	1	12	13
Female		2	2
Male	1	9	10
Prefer not to answer		1	1
40-49		11	11
Female		5	5
Male		6	6
50-59		33	33
Female		12	12
Male		20	20
Prefer not to answer		1	1
60-69		24	24
Female		11	11
Male		13	13
70-79		40	40
Female		10	10
Male		30	30
80+		8	8
Female		3	3
Male		5	5
Grand Total	6	138	144

Clear Path Services Awareness

Respondents were aware of many of Clear Path for Veterans's services. These included the weekly Canteen/lunches/brunches, volunteering, special events (Red White and Blue Barbeque, Tour de Clear Path, holiday meals and events), woodworking, culinary services, the art house, wheelchair basketball, the Canine program, mentoring/counseling and support groups, Reiki, massage, yoga, alternative therapy, classes, employment and resume assistance, the monthly summit, the family program, kids programming, transportation, Women Proudly Serving and more.

Interest in Clear Path

Given a formal description of Clear Path for Veterans, 61.5% of respondents said they would be interested in getting involved with the organization. Another 23.6% said they would maybe be interested, and 14.9% said they would not be interested.

Count of Given the following description, would you be interested in utilizing services, attending events, and/or becoming involved with the organization?					
Row Labels	Column Labels Maybe	No	Yes	Grand Total	
20-29		8	1	6	15
Female		2		4	6
Male		6	1	2	9
30-39		3	2	8	13
Female				2	2
Male		3	1	6	10
Prefer not to answer			1		1
40-49		4	2	5	11
Female		1		4	5
Male		3	2	1	6
50-59		6	2	25	33
Female		3	1	8	12
Male		3	1	16	20
Prefer not to answer				1	1
60-69		2	3	19	24
Female		1	2	8	11
Male		1	1	11	13
70-79		9	5	26	40
Female		2	2	6	10
Male		7	3	20	30
80+		2	6		8
Female		1	2		3
Male		1	4		5
Grand Total		34	21	89	144

Event Attendance

The respondents were most likely to attend Sunday Brunch and least likely to attend Ride for Clear Path.

Row Labels	Average of Red, White, and Blue Barbecue (1=low, 5=high, =past attendee)	Average of Tour de Clear Path (community bike ride)	Average of Warrior Classic Golf Tournament at Turning Stone presented by NBT Bank	Average of Ride for Clear Path (organized motorcycle ride)	Average of Weekly Canteen	Average of Sunday Brunch
20-29	3.076923077	3.066666667	2.642857143	2.538461538	2.214285714	2.928571429
Female	2.75	2.666666667	2.2	2.2	3	3
Male	3.222222222	3.333333333	2.888888889	2.75	1.777777778	2.888888889
30-39	3.75	2.615384615	3	2.076923077	3.454545455	3.25
Female	4	1.5	1.5	1.5	3	4
Male	4	3	3.5	2.3	3.875	3.333333333
Prefer not to answer	1	1	1	1	1	1
40-49	3.1	2.090909091	2	1.888888889	2.454545455	3.727272727
Female	3	1.4	1.25	2.25	2.4	3.8
Male	3.166666667	2.666666667	2.5	1.6	2.5	3.666666667
50-59	3.107142857	2.5	2.40625	2.5	3.148148148	3.285714286
Female	2.8	2.545454545	2	2	2.8	3.1
Male	3.235294118	2.388888889	2.736842105	2.75	3.375	3.411764706
Prefer not to answer	4	4	1	3	3	3
60-69	3.473684211	2.260869565	2.136363636	2.105263158	2.875	3.529411765
Female	3	1.727272727	1.909090909	1.625	2.25	3
Male	3.9	2.75	2.363636364	2.454545455	3.5	3.9
70-79	2.909090909	1.868421053	1.897435897	1.457142857	2.84375	2.861111111
Female	2.75	1.555555556	1.444444444	1	1.125	2.666666667
Male	2.96	1.965517241	2.033333333	1.615384615	3.083333333	2.925925926
80+	2.571428571	1	1.75	1	2.875	2.75
Female	2.666666667	1	2	1	2.333333333	2
Male	2.5	1	1.6	1	3.2	3.2
Grand Total	3.139344262	2.239130435	2.231884058	1.959349593	2.865546218	3.158730159

Potential Event Attendance

The respondents were most likely to attend sports watching events and least likely to attend a parent/child dance.

Row Labels	Average of Daddy Daughter/Mother Son Dance	Average of Weekly Family Dinner Night	Average of Date Night	Average of Family Sports Tournament	Average of Sports Watch Events
20-29	2.133333333	2.333333333	2.6	2.266666667	3.333333333
Female	2.333333333	2.666666667	3	2.833333333	3.666666667
Male	2	2.111111111	2.333333333	1.888888889	3.111111111
30-39	3.461538462	3.153846154	3.769230769	3.307692308	3.307692308
Female	4	4.5	5	3.5	3.5
Male	3.6	3.1	3.8	3.5	3.5
Prefer not to answer	1	1	1	1	1
40-49	2.272727273	3.090909091	2.818181818	2.545454545	2.727272727
Female	2.6	3.4	3.4	2.8	2.4
Male	2	2.833333333	2.333333333	2.333333333	3
50-59	1.303030303	2.272727273	2.727272727	2.484848485	2.727272727
Female	1.5	2.5	2.666666667	2.25	2.25
Male	1.2	2.1	2.75	2.6	3
Prefer not to answer	1	3	3	3	3
60-69	1.375	2.208333333	2.166666667	2.083333333	2.583333333
Female	1.454545455	1.727272727	1.909090909	1.363636364	1.909090909
Male	1.307692308	2.615384615	2.384615385	2.692307692	3.153846154
70-79	1.275	2.15	1.8	1.625	2.25
Female	1	1.3	1	1.1	1.3
Male	1.366666667	2.433333333	2.066666667	1.8	2.566666667
80+	1.125	1.25	1.375	1.375	1.75
Female	1	1.333333333	2	2	2.333333333
Male	1.2	1.2	1	1	1.4
Grand Total	1.652777778	2.319444444	2.388888889	2.173611111	2.631944444

Additional Events/Activities

Respondents proposed some additional events/activities for Clear Path for Veterans, including field trips, a gym for veterans to use, one-time kid events, fundraisers/engagements with other organizations, a 5K race, guest speakers, a golf outing, a music festival and more.

Involvement in Other Veterans Organizations

Of the respondents, 53.4% are currently involved with another veterans organization other than Clear Path for Veterans. These include IVMF, American Legion, FRA, VFW, student veterans organizations and others.

Infographic



Conclusions & Recommendations

Based on the results and analysis of the survey conducted, there are a multitude of important conclusions which can be used to inform future communications strategies for Clear Path for Veterans. The finding that more than 64% of respondents discovered Clear Path through word of mouth is a promising insight that pinpoints this method as the organization's strongest communication tool currently. This finding is backed by the evidence found through our research

that 81.5% of survey respondents engage with veterans “often” or “sometimes.” Using this information, the organization can continue in its efforts to create word of mouth communication opportunities with the knowledge that these endeavors have a significant impact. Furthering this newfound knowledge, additional efforts could be made to bolster the success of other communication methods such as social media and email blasts. Relying on the already successful word of mouth communications as well as focusing efforts on additional tactics will help to further community members’ knowledge of the organization, draw additional members, and further the mission of Clear Path for Veterans.

Additionally, the finding that nearly 62% of survey respondents are single and close to 80% have children provides meaningful insight into the types of events that veterans may be interested in. Using these two factors to inform organizational planning and decision making could lead to the introduction of new events specifically tailored to fit lifestyles associated with single parenthood. This information is additionally supported by the responses to a list of event ideas that could potentially be offered by Clear Path for Veterans. The two new events with the highest rates of interest are a date night and a sport viewing event. As a date night could present opportunities for meeting other single veterans and sports viewing events could be a family-friendly event for veterans with children, both these options present opportunities for Clear Path for Veterans to expand their event offerings in order to attract more veterans and successfully enhance the engagement of this population with the organization.

As with any research, there are limitations to our study and these limitations must be taken into consideration when considering the weight of our findings. Though we had a relatively sizable sample of 146 survey respondents, only a small portion of these fell into the

age group we had hoped to target. So, while this study still offers useful data that can hopefully be used to aid Clear Path For Veterans in its mission, it unfortunately does not capture a large enough sample of young veterans to reliably generalize our findings to this population.

An additional limitation to our study is the use of snowball sampling to gain a sizeable sample of survey respondents. In order to reach veterans, we utilized contact with veterans' organizations as well as personal connections and word of mouth. While these were efficient techniques and helped to provide a reasonable sample size to analyze, there is the potential that the use of snowball sampling has skewed the results. It would have been ideal to conduct a random sample; however, the means to do so were not available at the time of the study. Though this and the above limitations weigh on our study, the research is still sound and can reasonably be applied to middle-aged and older veterans in Chittenango, New York and surrounding areas.

There is a variety of further research that would help to strengthen or clarify the results of this study. One such option for further research would be the organization and conducting of a series of focus groups specifically targeted towards the intended population of veterans under the age of 35. If enough participants in this age range could be collected, focus groups could provide deeper insight and a greater understanding of the opinions, behaviors and motivations of this group. Additionally, as mentioned above, conducting this study on a larger scale and with the ability to utilize random sampling would greatly further the research conducted in this study. Doing so would provide more highly generalizable results, as well as allow for the collection and specific analyzation of younger veterans.

Through the use of a survey, this research gathered data surrounding veterans' and community members' pre-existing knowledge of Clear Path for Veterans, as well as provided

insight into communication techniques and event offerings that would be best suited to reaching more veterans and community members in the Chittenango, New York area. This data provides an understanding of the demographics of this population, which can be utilized to inform organizational decision making. In addition, the research focus on events has allowed for a better understanding of Clear Path for Veterans's success with the events it currently offers, as well as exploring opportunities for the expansion of event offerings within the organization. Through the conducting of this research, promising data is now available to be utilized by the organization in the hopes of assisting Clear Path for Veterans in its mission and offered the organization information which can develop into increased future organizational success.

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Appendices

Appendix A: Measuring Instrument

1. Please indicate your gender identity.
2. Please enter your age.
3. Please select your current military status.
4. If you are a veteran, please enter the number of years you have been separated from the military. If you are not a veteran, please enter "N/A".
5. What is your marital status?
6. Do you have children? (Biological, adopted, or through marriage/relationship)
7. If you answered "yes" to the above, please list the respective ages of all of your children. If you answered "no", please enter "N/A".
8. How frequently do you engage with other veterans or service members?
9. Please indicate your satisfaction with the frequency with which you engage with other veterans or service members with 1 being very unsatisfied and 5 being very satisfied.
10. Have you heard of the organization Clear Path for Veterans?
11. How did you hear about Clear Path for Veterans?
12. If you have heard of Clear Path for Veterans, please list the services and/or events offered by this organization that you are aware of. If you have not heard of Clear Path for Veterans, please enter "N/A".
13. Are you currently involved with, or have you attended any events offered by Clear Path for Veterans?

14. Given the following description of Clear Path for Veterans, would you be interested in utilizing services, attending events, and/or becoming involved with the organization?

"Clear Path for Veterans, a 501(c)(3) non-profit organization, is Upstate New York's archetype Veteran Service Organization serving as a hub of information, programs and resources. We are a welcoming community of staff and volunteers serving all Veterans and their families. As a single point of contact for Veterans, military members and their families we engage, support, and make it easy to connect with what you need with commitment to providing a welcoming place to call home. Our in house programs and services are diverse and rely on partnerships and collaboration. Clear Path's focus is on restoring, reconnecting and integrating. Our programs and services are innovative, adaptive and flexible to the needs of those who serve."

15. Please indicate the likelihood that you would attend each of the following events offered by Clear Path for Veterans, with 1 being very unlikely and 5 being very likely.

16. Please indicate the likelihood that you would attend each of the following events IF they were offered by Clear Path for Veterans, with 1 being very unlikely and 5 being very likely.

17. Please list any additional events or activities that Clear Path for Veterans could offer that you would be likely to attend.

18. Are you currently involved with an organization catering to veterans' needs, other than Clear Path for Veterans?

19. If you answered "yes" to the previous question, please list the name(s) of the organization(s) that you have been or are involved with. If you answered "no", please enter "N/A".
20. What services, events, and/or organizations for veterans do you find MOST useful?
21. What services, events and/or organizations for veterans do you find the LEAST useful?
22. If you have any other ideas, opinions or information related to any aspect of this survey that you would like to share, please do so below.

Appendix B: Biographies of Researchers

Vince Ball is in a junior public relations major at Syracuse University's S.I. Newhouse School of Public Communications with a minor in economics at the Maxwell School of Citizenship and Public Affairs. He is currently a program advisor in the Entrepreneurship Office at Syracuse University's Institute for Veterans and Military Families and has recently held communications positions at the Central New York Community Foundation and Bandura Cyber.

Robert Blecher is a senior at Syracuse University, dual majoring in finance at the Whitman School of Management and and public relations at the S.I. Newhouse School of Public Communications. He spent this past summer as a venture capital summer analyst at Greenspring Associates, and spent prior summers at Adams Street Partners as a private equity summer analyst and The Chemours Company as a fluoroproducts intern. He will be working at Strategy& as an associate in the firm's Financial Services group upon graduation.

Shannon Bozman is a senior at Syracuse University dual majoring in public relations in the S.I. Newhouse School of Public Communications and sociology in the Maxwell School of Citizenship and Public Affairs. She is currently serving as a Global Ambassador for Syracuse

Abroad and a member of the Syracuse University College of Arts and Sciences Dean's Team. She has previously held positions with the National Kidney Foundation of Illinois as a marketing and communications intern and S&C Electric Company as a strategic communications intern.

Ethan Bradford is a junior at Syracuse University, majoring in public relations and minoring in sport management. He currently interns with the SU Athletic Communications department and interned last summer with Rubenstein Public Relations.

Samantha Cooper is a junior public relations major at Syracuse University's S.I. Newhouse School of Public Communications with a minor in retail management and a concentration in fashion and beauty communications. She currently serves as Vice President of Professional Development for the Ehling Chapter of the Public Relations Student Society of America and has previously held communications roles at 360PR+, Mariano Media and Hill Communications.

Neeve Prendergast is a junior at Syracuse University studying public relations in the S.I. Newhouse School of Public Communications and policy studies in the Maxwell School of Citizenship and Public Affairs. Previously, she has served as the Marketing and Communications Intern at Jett Foundation in Plymouth, MA and a Food, Beverage and Events Worker at Black Rock Country Club in Hingham, MA.

Ziyi Qiu is a junior at Syracuse University, majoring in public relations and minoring in marketing and psychology.

Sarina Sherman is a junior at Syracuse University, majoring in public relations and retail management with a minor in information management and technology. She previously served as

a retail human resources intern at Steve Madden and she has also served as a public relations intern for Skirt PR agency.

Leah Walsh is a senior at Syracuse University, majoring in public relations at the S.I. Newhouse School of Public Communications with a specialization in sociology. Currently, she serves as a communications intern at the Near East Foundation and as a freelance content writer for BW Missions. Previously, she held a position at Finn Partners as a public relations intern abroad in London, U.K.

Meggie Wells is a senior at Syracuse University, majoring in public relations in the S.I. Newhouse School of Public Communications with a minor in psychology. She most recently served as the Publicity Intern at Steppenwolf Theatre Company in Chicago, IL, and she has previously served as the Women's Board Intern at Lincoln Park Zoo, also in Chicago.

1. Introductory Material
 - a. Executive summary
 - i. Brief summary of your report
 - ii. Elements to cover:
 1. Research hypotheses, purposes, or questions
 2. Highlights of the research methods
 3. Highlights of the results
 - b. Table of contents (WITH PAGE #s)
2. Main body of report
 - a. Background and objectives of research (introduction and literature review)
 - i. To put study in perspective
 - ii. To give the reader a clear picture of the info needs that motivated this study
 - iii. Good understanding of why the research needed to be done
 - iv. What problems the research will help solve
 - v. What you hope to learn from the study
 - vi. How the information will be used
 - b. Methods
 - i. Research design-methodology used
 1. Describe type of study you conducted (survey)
 - ii. Sampling population
 1. Clearly ID the publics (or items) you sampled
 - a. How were they selected
 - b. How representative are they
 - iii. Data collection procedures
 1. Tell reader how you made observations
 2. Describe the process to develop the instrument
 3. How did you operationalize your concepts
 4. Show exact question wording
 - iv. Data analysis techniques
 1. Briefly discuss how you will analyze the data
 - c. Appendices
 - i. Biography of researchers
 - ii. (Mentioned infographic in syllabus but not in the assignment sheet..so maybe that too??)