



COLLEGE RECON

The Premier Marketing Platform for Colleges
Targeting the Military Community



WHO WE ARE

CollegeRecon was developed and is maintained by Home Front Alliance (HFA). HFA is the leading provider of technology solutions centered on the military transition.

CollegeRecon was launched in 2015 by a group of civilians and veterans who set out to build a secure and impartial environment for military-connected men and women to search for and connect with non-predatory colleges and universities.

CollegeRecon provides prospective-students with a state-of-the-art platform consolidating all relevant data and statistics on nearly 3,000 schools and allows for users to directly connect with campus admissions representatives through CollegeRecon's own Messenger Center.

OUR MISSION

The mission of CollegeRecon is to connect the men and women of the United States Military, our country's most experienced and talented leaders, with the college or university capable of accelerating that individual's personal growth and career development.

CollegeRecon is NOT a lead generator and does not sell any user information to schools. Military-connected users search for and discover schools that they then choose to contact through CollegeRecon.

HFA provides CollegeRecon to the military and veteran communities to empower military-connected men and women with their search for collegiate opportunities that best fit their unique needs, interests, and qualifications.

HFA has established a powerful network of strategic partners within the military, government, corporate, and education markets to provide clients with premier access and branding opportunities within the military and veteran communities.

A close-up, slightly blurred photograph of a man with a beard, wearing a blue and white checkered shirt, sitting at a desk. He is holding a white pen and writing in a small, open notebook. In the background, a laptop is partially visible. The overall tone is professional and focused.

THREE STEP PROCESS FOR VETERANS, SERVICEMEMBERS & DEPENDENTS:

- > SEARCH
- > CREATE
- > ENGAGE

Find your Ideal College

We have more than 2800+ colleges across the country

Enter a school name or use filters below to start your search

Q SEARCH

Filters

Reset filter

Choose State

College Type

Degrees Offered

Vet/Military Service

Military/Veteran Support

Select B.A.H. Range



- ☐ Campus SVA Chapter
- ☐ Full-Time Veteran Counselor on Campus
- ☐ Signed VA Principles of Excellence
- ☐ Club/Association for Veterans
- ☐ Veteran Upward Bound Program
- ☐ 8 Keys to Veterans' Success
- ☐ Offers ROTC Program
- ☐ Member of S.O.C.

USE YOUR BENEFITS ONLINE AT A
TOP-RANKED, HISTORIC UNIVERSITY
140+ Online Programs

Drexel UNIVERSITY | ONLINE

Advanced degrees
that work with
your schedule.
All Things Possible.

CCU | online
Colorado Christian University
719.867.5817

188 Colleges Found



Siena College

Siena College encourages all veterans to begin or continue their educational goals. As a Franciscan institution, we are committed to caring for your ne...

515 Loudon Rd
Loudonville, NY 12211
(518) 783-2300

CONNECT



Skidmore College

Skidmore academics feature an array of liberal arts and preprofessional offerings with an interdisciplinary focus that opens students minds and bring...

815 N Broadway
Saratoga Springs, NY 12866
(518) 580-5000

CONNECT



Sarah Lawrence College

The academic structure combines small seminar classes with individual, biweekly student-faculty conferences

One Meadway
Bronxville, NY 10708

CONNECT



WE HAVE
MORTGAGE
LOAN
OPTIONS
FOR
VETERANS!

CLICK HERE TO
LEARN MORE

WINTRUST
MORTGAGE

> SEARCH

- Discover over 3,000 not-for-profit colleges and universities from across the US.
- To refine a user's search results, there are over 44 unique filters capable of narrowing down a list to represent schools that best fit the user's needs, interests, and qualifications.
- Once a user finds a school of interest, they can click on that school to view their profile and learn more about what the school offers.



100%
Profile Complete

JOHN DOE

E-4 - Senior Airman , Air Force

I am very interested in the world of business and would like to utilize my organizational and leadership skills that I learned in the military in a career. I would like to work in banking or financial management at the moment and am looking for a school that offers some online courses to quicken my scheduled graduation date.

1
Colleges Favored

3
Colleges Contacted

0
Message Received

111
Total Searches

1
Profile views

Advanced degrees
that work with
your schedule.
All Things Possible.

CCU online
Colorado Christian University
719.867.5817



PERSONAL DETAILS

ACADEMIC BACKGROUND

MILITARY HISTORY

Military Affiliation
Active

Branch
Air Force

Latest Military Rank
E-4 - Senior Airman

Expected Military Affiliation upon Enrollment
Veteran

Service Start Date
02/10/2009

Service End Date
01/15/2015

Military Awards & Accolades

Air Force Good Conduct Medal

Aerial Achievement Medal

Air Medal

JST Transcript ?

BROWSE...

UPLOAD FILE

BE A GO-TO COMPUTER EXPERT

REACH NEXT-LEVEL STATUS

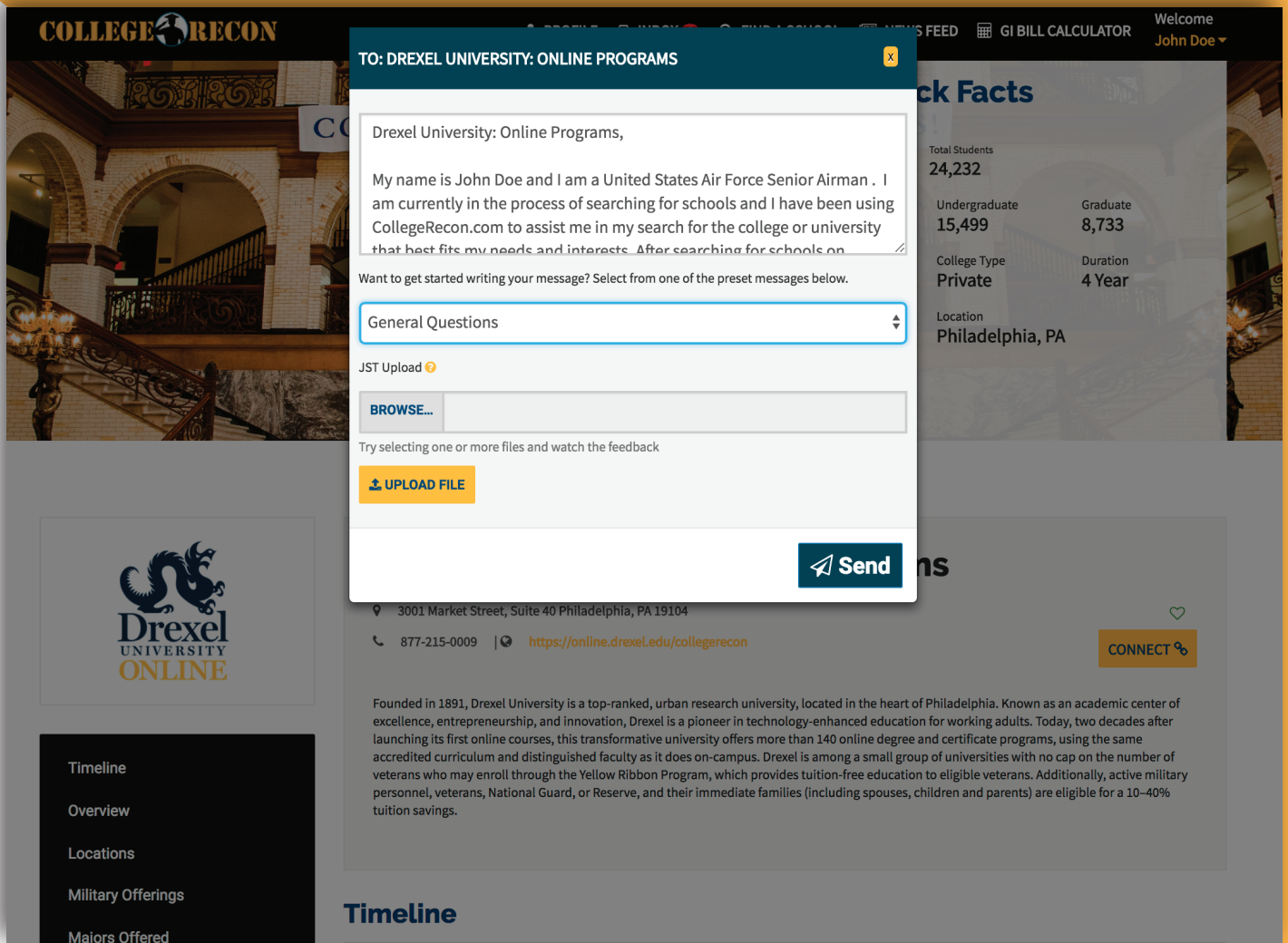
Earn Your Degree in IT, Computer
Information Systems or GIS

Elmhurst
College
SCHOOL FOR PROFESSIONAL STUDIES

LEARN MORE

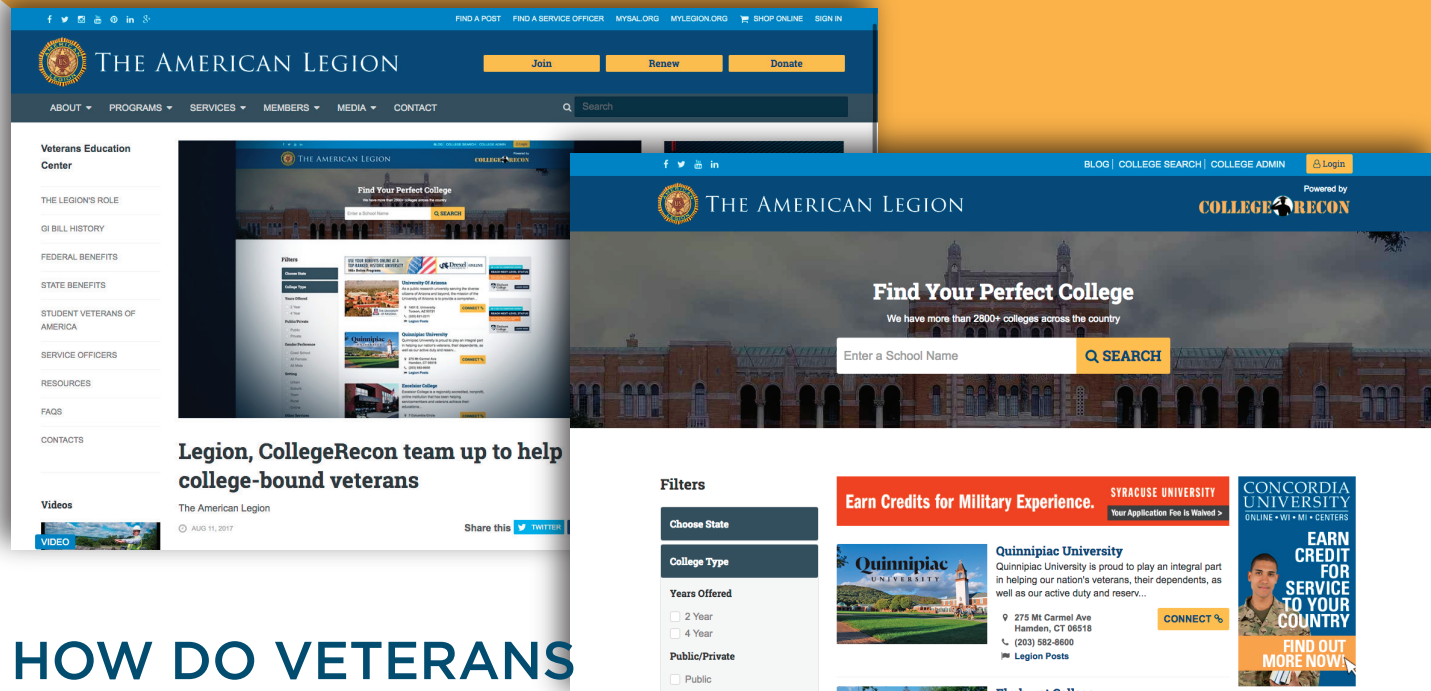
> CREATE

- College-bound users create detailed profiles showcasing their personal, academic, and military backgrounds
- This gives users an opportunity to impress colleges and universities they may choose to connect with and provides schools with an encompassing view of the applicant in order to provide a basis for discussions to begin



> ENGAGE

- Once a user finds a school that sparks an interest, the user can seamlessly connect and communicate directly with school's point-of- contact through CollegeRecon.
- To connect with a school, a copy of a user's profile is sent through CollegeRecon's messaging platform, along with a personalized message from user
- CollegeRecon fosters introductions and encourages users to ask the right questions!



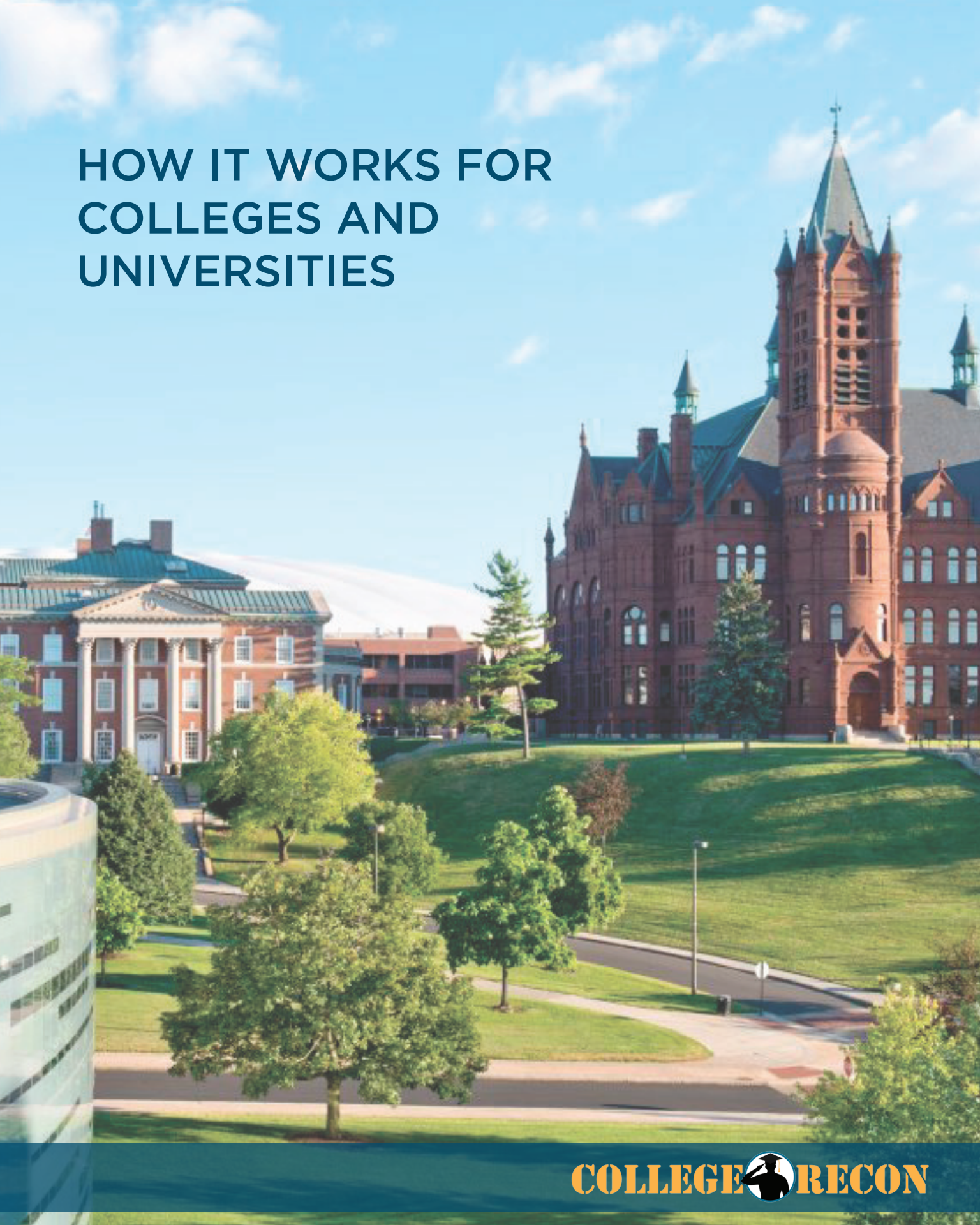
HOW DO VETERANS AND SERVICEMEMBERS DISCOVER COLLEGERECON?

CollegeRecon works with thousands of Veterans, Servicemembers, and military dependents throughout the United States and the world. CollegeRecon actively markets itself in local communities and through larger partnerships and affiliations with national organizations.

CollegeRecon's outreach and partnership network includes being:

- An approved tool of the Army and Air National Guard Education Service Office where CollegeRecon is accessible to approximately 300,000 men and women who transition each year.
- A content provider on education-related topics to Military.com, the largest online network of military readers with a total membership of over 10 million.
- The primary education service provider for men and women looking for education opportunities within the America Serves Network.
- A partner of select Student Veterans of America chapters at community colleges where CollegeRecon is used to encourage the pursuit of more advanced degrees at four-year institutions.
- Most notably, the official education partner of the American Legion. The American Legion has approximately 2.4 million members and more than 300,000 of these men and women are between the ages of 25 and 35. CollegeRecon powers the entire "Virtual Education Center" of the American Legion while providing promotional opportunities for schools interested in reaching this highly valued audience.

HOW IT WORKS FOR COLLEGES AND UNIVERSITIES





> MANAGE, PROMOTE, INTERACT: BECOME A PATRIOT SPONSOR SCHOOL

CollegeRecon hosts over 3,000 not-for-profit college and university profiles on the platform at no-cost to the schools, to ensure a bias-free environment for military-connected students to search. But how do you stand out among the thousands of competitive schools?

Schools interested in becoming more involved in CollegeRecon can do so by becoming a “Patriot Sponsor” school. Participating institutions are *then* able to:

- Manage their school’s profile
- Promote their institutional offerings
- Interact with prospective applicants that elect to ‘connect’ with your institution



East Tennessee State University

📍 1276 Gilbreath Drive Johnson City, TN 37614

☎ (423) 439-1000 | 🌐 <http://www.etsu.edu>

CONNECT 🔗

Timeline

Overview

Locations

Military Offerings

Majors Offered

East Tennessee State University (ETSU) prepares students to become productive, enlightened citizens who actively serve their communities and our world. ETSU offers over 100 degree programs to choose from ranging from undergraduate to graduate courses. Students can enjoy a traditional classroom learning experience or take many of our classes online. ETSU is known for it's top-rated Computer Science programs, outstanding Quillen College of Medicine and undergraduate health sciences programs, including Nursing. Nestled in the Appalachian Mountains of northeast Tennessee, students enjoy kayaking, hiking, or riding their bikes on local trails just minutes away from bustling downtown Johnson City. Contact a representative to learn more at ETSU today!



Timeline

Committed To Excellence

~ 25th September 2017 12:37

East Tennessee State University - Passionate.
Dedicated. Committed to Excellence.

> PATRIOT SPONSORSHIP

- Have a personalized email sent to anyone who registers within 50 miles of their campus promoting their institution
- Customize and differentiate their school's profile by posting to an interactive school timeline and public newsfeed for users to see what is happening on campus
- Ensure school's point-of-contact is up to date to protect against any lost interactions with prospective students
- Update school statistics and data regarding admissions information, degrees, and military offerings to ensure search results represent all your schools offerings correctly

Filters

Choose State

Enter State Name

Illinois

College Type

Degrees Offered

Vet/Military Service

Tuition

Student Population

Religious Affiliation

Ethnic Affiliation

USE YOUR BENEFITS ONLINE AT A TOP-RANKED, HISTORIC UNIVERSITY
140+ Online Programs

Lewis University
Lewis University is grateful for the dedication and service of our armed forces and we are committed to supporting you in reaching your academic and c...

One University Parkway
Romeoville, IL 60448
(815) 838-0500

Blackburn College
Blackburn is one of seven wor...
Blackburn Work Program is the managed. Not only will you ga...

700 College Ave
Carlinville, IL 62626
(217) 854-3231

Benedictine University
Benedictine University is dedic...
undergraduate and graduate st...
racial and religious background...

5700 College Rd
Lisle, IL 60532
(630) 829-6000

Augustana College-IL
Augustana College is a private...
located on a 115-acre campus...
Rock Island, Illinois. Visit...

639 38th St
Rock Island, IL 61201
(309) 794-7000

121 Colleges Found

CONNECT

Filters

Choose State

College Type

Degrees Offered

Vet/Military Service

Tuition

Student Population

Religious Affiliation

Ethnic Affiliation

Earn Credits for Military Experience.

SYRACUSE UNIVERSITY

Your Application Fee is Waived >

Syracuse University
Whether you say "tanchons aweigh," "forward march," or "press on," Syracuse University speaks your language. We've been welcoming veterans to campus si...

900 South Crouse Ave.
Syracuse, NY 13244
(315) 443-1870

Drexel University: Online Programs
Founded in 1891, Drexel University is a top-ranked, urban research university, located in the heart of Philadelphia. Known as an academic center of ex...

3001 Market Street, Suite 40
Philadelphia, PA 19104
(877)-215-0009

Quinnipiac University
Quinnipiac University is proud to play an integral part in helping our nation's veterans, their dependents, as well as our active duty and reserv...

275 Mt Carmel Ave
Hamden, CT 06518
(203) 582-8600

Elmhurst College
Elmhurst is a private, four-year college affiliated with the United Church of Christ. The curriculum combines liberal learning and professional prepar...

190 Prospect Ave
Elmhurst, IL 60126
(630) 617-3500

East Tennessee State University

> PREMIER IN-STATE LISTING

With the purchase of the Premier In-State Listing, schools are granted top 5 positioning within their institution's state search results on CollegeRecon (limited to 5 schools per state).

> PREMIER NATIONAL LISTING

With the purchase of the Premier National Listing, schools are granted top 10 positioning within CollegeRecon's default listing for all users (limited to 10 schools).

Filters

Choose State

College Type

Years Offered

- ☐ 2 Year
☐ 4 Year

Public/Private

- ☐ Public
☐ Private

Gender Preference

- ☐ Coed School
☐ All Female
☐ All Male

Setting

- ☐ Urban
☐ Suburb
☐ Town
☐ Rural
☐ Online

Other Services

- ☐ Offers Online Undergraduate Courses
☐ Offers Online Graduate Courses

Degrees Offered

Earn Credits for Military Experience.

SYRACUSE UNIVERSITY

Your Application Fee is Waived >



Syracuse University

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Syracuse, NY 13244
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CONNECT %



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275 Mt Carmel Ave
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(203) 582-8600

CONNECT %

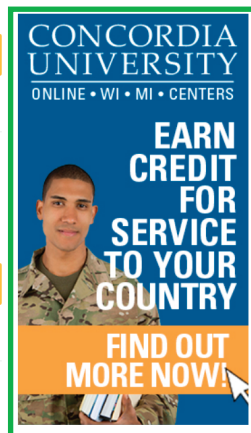
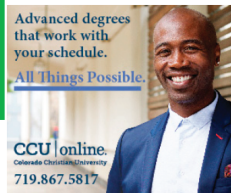


Elmhurst College

Elmhurst is a private, four-year college affiliated with the United Church of Christ. The curriculum combines liberal learning and professional prepar...

190 Prospect Ave
Elmhurst, IL 60126

CONNECT %



> PRIME ADVERTISING

With the purchase of Prime Advertising, schools are granted side-bar advertising and bi-monthly newsletter promotions to all users.

> EXECUTIVE ADVERTISING

With the purchase of Executive Advertising, schools are granted banner advertising and bi-monthly newsletter promotions with one annual feature story on CollegeRecon blog.



WHAT SCHOOLS ARE SAYING ABOUT COLLEGERECON

"We've been exceedingly pleased with our CollegeRecon experience so far. Garrett and his team are quick to respond to any questions and changes on our end, and the interface is easy to use both for posting general information and interacting with prospective students."

Syracuse University
Office of Enrollment Management

"CollegeRecon has improved the way we approach and market our military supportive University to the Military and Veteran communities. It has provided us with an efficient and economical tool that is increasing our quality engagements to military-connected students."

Lewis University
Office of Veteran Affairs and Recruitment

Changing the Way Colleges and Universities Connect with the Military Community

One introduction at a time...



COLLEGE RECON

For more information, please contact:

Home Front Alliance, LLC
Information@HFAAlliance.com
(414) 350-6638