



COLLEGE RECON

The Premier Marketing Platform for
Schools Looking to Reach the College-
Bound Military & Veteran Community

MEDIA KIT



Our Mission

To empower the military community to maximize their benefits earned in service and make informed decisions regarding their education needs, career goals and financial well-being.

What is CollegeRecon

CollegeRecon is the largest college discovery platform built exclusively for the military and veteran community. We work with colleges and universities looking to enhance their brand awareness and increase direct engagement with a niche audience of military-connected, college-bound men and women.

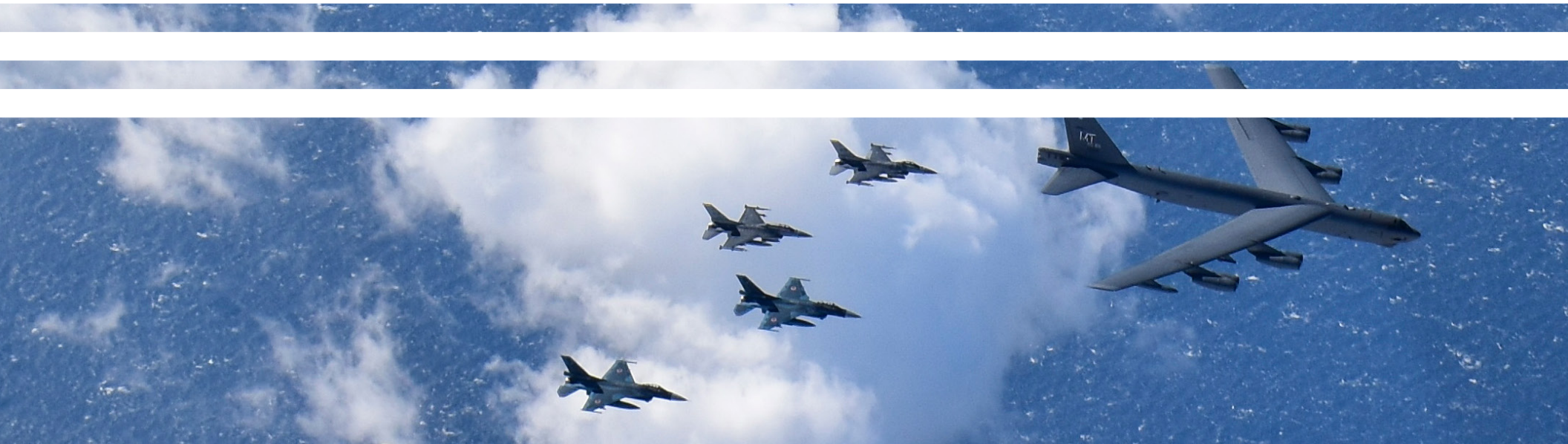


Why We're Different

All of our content and tools are FREE to service members, veterans and their families. With a powerful school search application at its core, we help applicants discover and engage with universities across the country that fit the unique needs, interests and qualifications of military-connected students.

We only work with trusted publishers, veteran service organizations and universities that showcase a consistent record of treating the military community with respect. Note: we will not work with any universities currently possessing a VA Caution Flag.

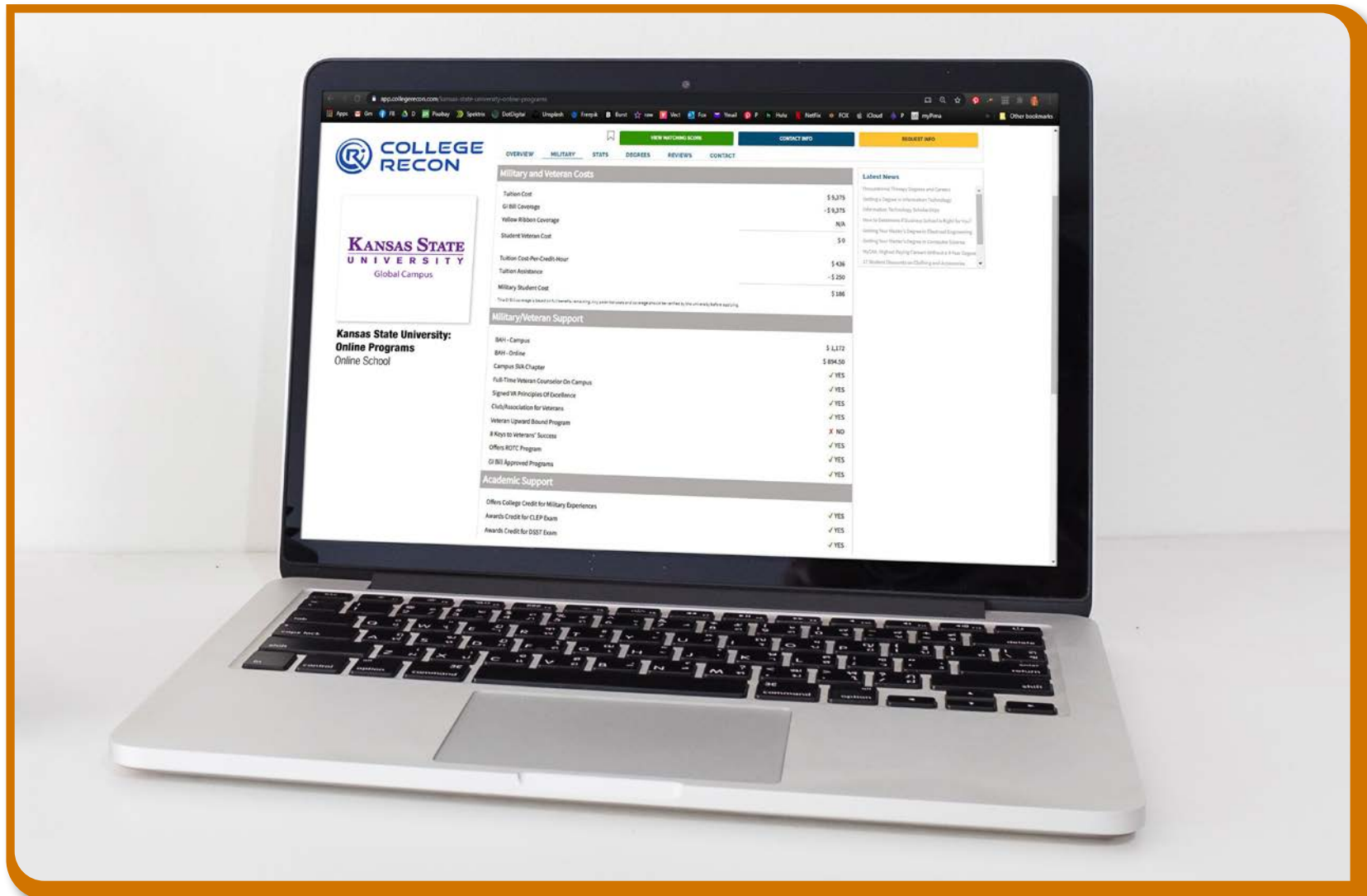
We are a **branding platform** that provides the opportunity for direct engagement with prospective military-connected students looking for information on how to best leverage their GI Bill® benefits. In some cases, they may reach out to request more information from an institution to do a deeper dive into what your school has to offer. If you're interested in reaching the military community in a brand-safe and compliant manner, CollegeRecon is your solution!



Our Engagement Tools // College Search Tool

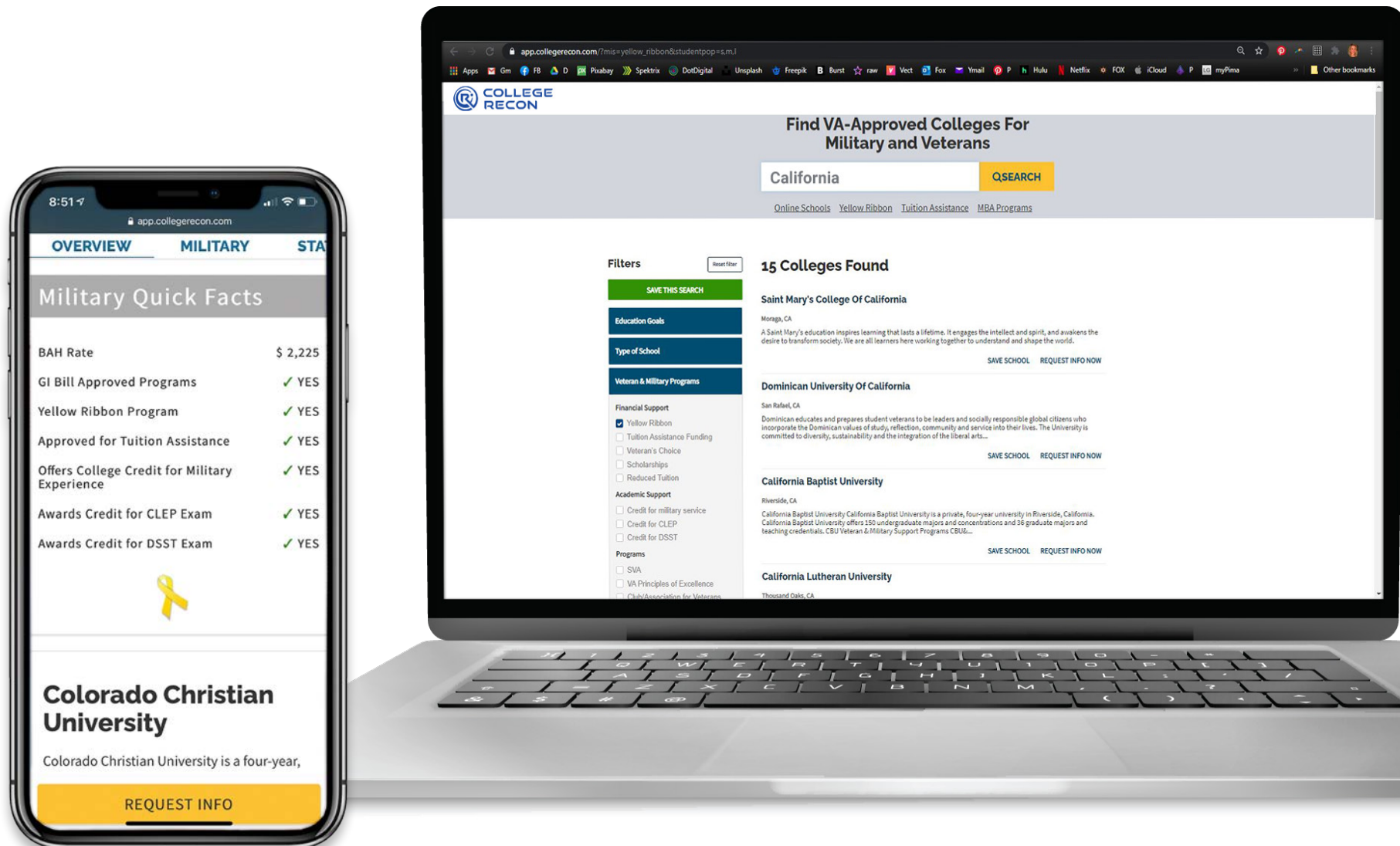
CollegeRecon has created a collection of different college discovery tools that collect information on members' interests and qualifications so that we can better align university opportunities with their needs. A few of these programs are highlighted below.

College Search Tool: Find VA-approved colleges for military and veterans. Built exclusively for the military with the ability to search by education level, Yellow Ribbon availability and GI Bill ® approved programs.



Our Engagement Tools // Program Matcher

Filter your search by selecting specific criteria, such as degree type, location or the availability of the Yellow Ribbon Program. Already have a specific school in mind? Search for that school specifically to view their stats, tuition costs, reviews, contact info and what types of degrees they offer.



Our Engagement Tools // Scholarship Finder

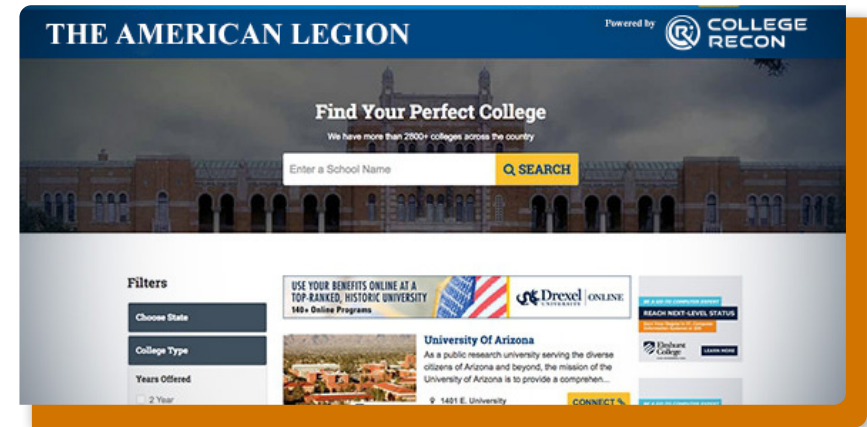
The scholarship finder tool is geared specifically to military-connected prospective students looking for financial assistance (either in addition to their benefits or to cover additional costs) and this is another opportunity to get schools' programs and scholarships in front of our college-bound community.



Our CollegeRecon Network

American Legion

CollegeRecon powers the American Legion's school search tool on their national website. The American Legion is the largest veteran service organization in the country with over 1 million members.



Student Veterans of America



Shawn ★★★★★

CU's flagship campus is phenomenal for veteran support and education benefit processing. The school goes to great lengths for proper benefit processing, academic support, and social activities for SVA members. I wouldn't hesitate to go to CU Boulder again for my undergraduate

CollegeRecon and Student Veterans of America partnered to create a reviews platform for Veterans to rate and shed light on their experiences at universities they attend(ed).

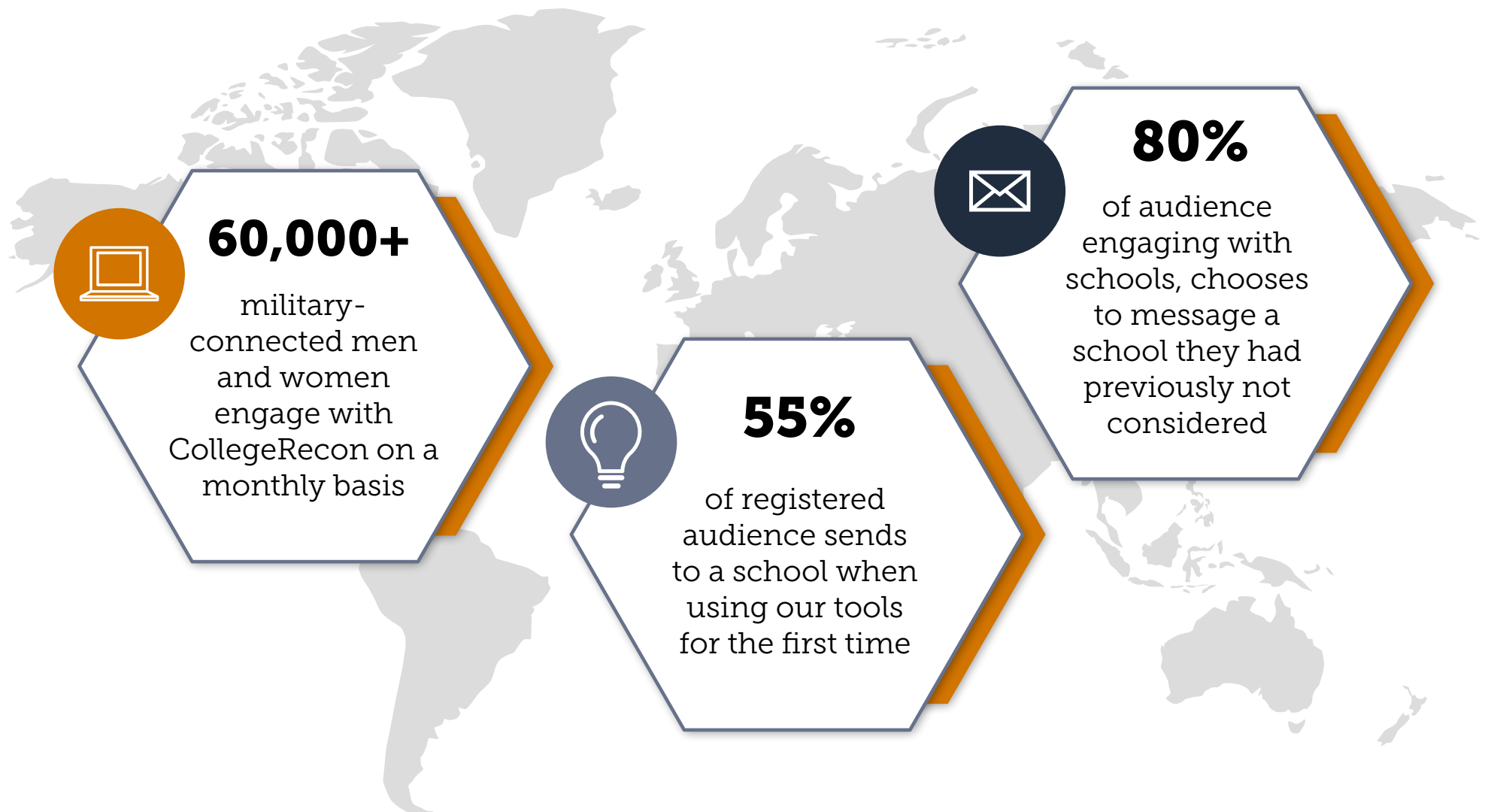
This provides an unparalleled level of data for prospective students to consider while making decisions on where to apply and enroll. SVA represents the largest student veteran population in the country with chapters at thousands of campuses.



- We're also integrated into a network of organic military publishers to assist their audiences with discovering collegiate opportunities.
- We're a listed tool within the Army National Guard ESO handbook.

Our Audience

As the largest college discovery platform built exclusively for the military community, CollegeRecon provides schools access to present themselves to thousands of actively searching college-bound men and women. These potential applicants have access to benefits earned in service to their country, federally-provided funding from the G.I. Bill ® or Tuition Assistance (TA) programs.



Our Audience

Member Diversity & Demographics

Gender

Male: **57%**

Female: **43%**



Military Branch

Army: **42%**

Navy: **20%**

Air Force: **19%**

Marine Corps: **17%**

Coast Guard: **2%**



Military Status

Active Duty, Guard
& Reserve: **38%**

Veteran &
Retired: **48%**

Spouse &
Dependents: **14%**



Race

Caucasian: **48%**

African
American: **26%**

Hispanic: **23%**

Other: **3%**

Top 10 Degree Fields



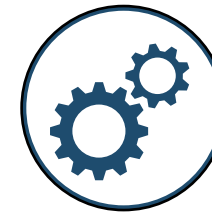
BUSINESS



HEALTHCARE



**COMPUTER
& IT**



ENGINEERING



**CRIMINAL
JUSTICE & LAW**



PSYCHOLOGY



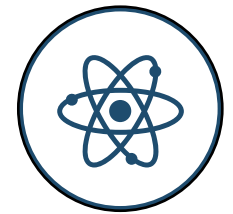
**TRADE &
VOCATIONAL**



LIBERAL ARTS



EDUCATION



**PHYSICAL
SCIENCES**

Degree Level

Associate's 7%



Certificates 6%

Doctorate 3%

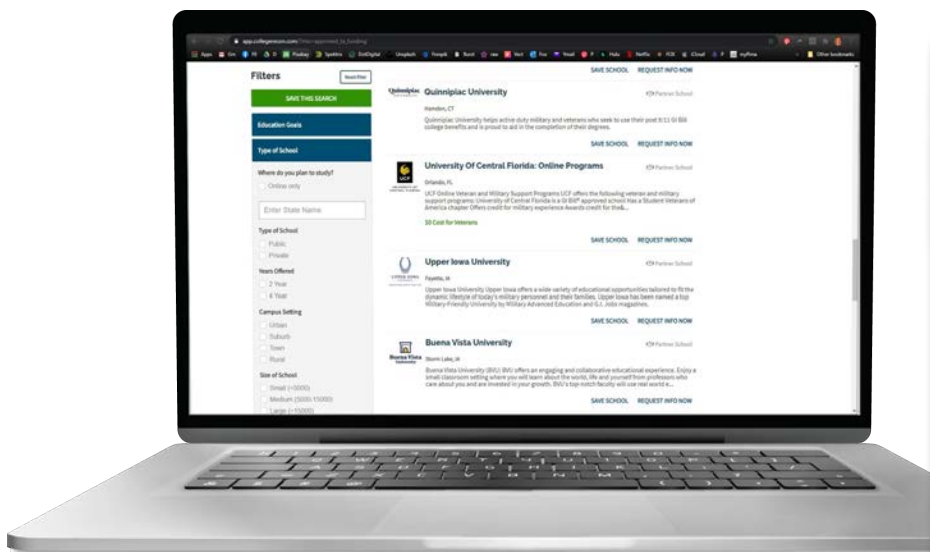
How CollegeRecon Promotes Schools

CollegeRecon promotes schools through high-impact digital strategies that surface a university's profile based on users' search criteria. This ensures more targeted and quality engagement with prospective military-connected students.

We drive engagement through highly relevant, organic promotion. CollegeRecon creates and publishes pertinent content and tools to assist the military community in making decisions about their education.

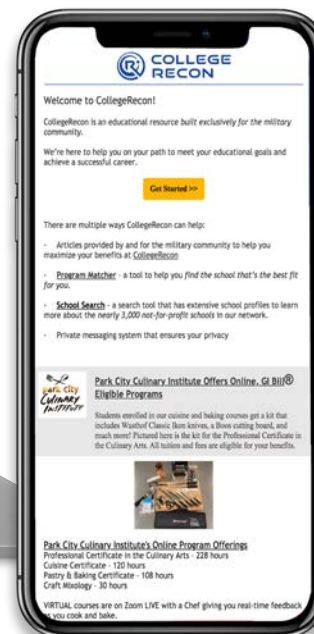
CollegeRecon is called a **discovery platform** because we use it to surface schools for users searching for specific degrees and military/veteran support programs such as Credit for Service, Reduced Tuition, Tuition Assistance and the Yellow Ribbon program. When you're a fit, we put you in front of them to connect with.

Search Tools



CollegeRecon App

E-Campaigns



40,000+ emails sent each month

- Sent to new members with target promotions for clients based on location and degree preferences.
- No display advertising or programmatic offerings.
- Focus on cross-promotion with different devices; emphasis on mobile devices.
- Additional Enhanced Branding Opportunities (call for more information)

What Schools Receive

CollegeRecon Marketing Program Options



State Program

State programs are built for schools looking to solidify their brand within a specific state and engage directly with military-connected students in their own state. This program is great for smaller private colleges and state universities looking to recruit veterans for on-campus enrollments.



Regional Program

Regional programs are built for schools looking to grow their brand within a specific region of the country. This program is great for larger, private colleges or state universities looking to recruit across state lines. Schools offering online programs can also benefit if you're looking to target select states. Regional programs include an average of 10 states; custom programs can be arranged with less or more states.



National Program

National programs are built for schools looking to enhance and scale their national brands across the country. These schools show up in all 50 states' search results. This program is great for online universities with robust program offerings or schools that draw enrollments from across the country to their campus.

Testimonials

“ CollegeRecon has been a great asset for our meeting and enrollment efforts. It has produced quality visibility and shown results through trackable enrollments early on in the campaign term. It's helped our brand and enrollment initiatives.

VP Marketing

Mid-sized, state university running a National outreach campaign

“ CollegeRecon has improved the way we approach and market our university to the GI Bill community. We appreciate the transparency of the reporting and knowing exactly how many users view our digital profile and convert. We get more information on users from this program and it has helped us better understand the military community as an audience.

Veterans Service Director

Small, private university running a State outreach campaign (IL)

“ We've been exceedingly pleased with our CollegeRecon experience so far. The CollegeRecon team is 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. We visibly see the value this tool drives for our brand within the military and see high conversion rates compared to our other marketing efforts in this market.

Director of Military Outreach & Partnerships

Large, private university running a Regional outreach campaign

