



## **INSTRUCTIONS FOR 2024-2025 MILITARY FRIENDLY® SCHOOL PRESS RELEASE TEMPLATE FOR SCHOOLS**

Congratulations on earning the Military Friendly® School designation for 2024-2025! This template is available for your use when announcing your Military Friendly® status. We encourage you to announce your designation to share this great news with your stakeholders and local media outlets. Please follow our trademark and branding terms as described below. Thank you for your cooperation and congratulations on earning the Military Friendly® designation!

### **Template Guidelines:**

1. The yellow highlighted fields indicate places for your institution's name or information.
2. Schedule your personalized release using your PR and communications channels at your convenience
3. Make sure your release contains an active link to [MilitaryFriendly.com](https://militaryfriendly.com), which will host the list of 2024-2025 Military Friendly® Schools.
4. All logos and marketing support may be found at <http://militaryfriendly.com/schools-logos/>. This page is private and only available to you through this link. Logos may be downloaded from this page to be included in your release and marketing materials.

### **Terms for Use of Intellectual Property:**

You may reference your institution as a "2024-2025 Military Friendly® School" **but must capitalize the term and use the registered trademark (®) symbol placed after the word "Friendly."**

Please take the time to review the terms of use of the Military Friendly® Brand at <https://militaryfriendly.com/terms-of-use/>.

### **Note Regarding Special Awards:**

We will have Top 10, Gold, Silver and Bronze awards in various categories. These are "over and above" the Military Friendly® School designation you have received.

## **[Your School] Earns 2024-2025 Military Friendly® School Designation**

**YOUR CITY (DATE, 2024)**—[Your School] announced today that it has earned the 2024-2025 Military Friendly® School designation.

Institutions earning the Military Friendly® School designation were evaluated using both public data sources and responses from a proprietary survey. More than 1,800 schools participated in the 2024-2025 survey with 537 earning special awards for going above the standard.

The 2024-2025 Military Friendly® Schools list will be published in the May and October issue of G.I. Jobs magazine and can be found at [www.militaryfriendly.com](http://www.militaryfriendly.com).

Methodology, criteria, and weightings were determined by Victory with input from the Military Friendly® Advisory Council of independent leaders in the higher education and military recruitment community. Final ratings were determined by combining the institution's survey scores with the assessment of the institution's ability to meet thresholds for Student Retention, Graduation, Job Placement, Loan Repayment, Persistence (Degree Advancement or Transfer) and Loan Default rates for all students and, specifically, for student veterans.

**[Insert quote from School President, Dean of Admissions, or Head of Military Programs, about your school's commitment to student veterans.]**

"Military Friendly® is committed to transparency and providing consistent data-driven standards in our designation process. Our standards provide a benchmark that promotes positive outcomes and support services that better the educational landscape and provide opportunity for the Military Community. This creates a competitive atmosphere that encourages Institutions to evolve and invest in their programs consistently. Schools who achieve awards designation show true commitment in their efforts, going over and above that standard." - Kayla Lopez, National Director of Military Partnerships, Military Friendly®.

For more information about [Your School's] student veteran programs, visit [Your School's] website at [Link to Your Homepage or Veteran Resource Web Page, If Available].

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### **About Military Friendly® Schools:**

The Military Friendly® Schools list is created each year based on extensive research using public data sources from more than 8,800 schools nationwide, input from student veterans, and responses to the proprietary, data-driven Military Friendly® Schools survey from participating institutions. The survey questions, methodology, criteria and weighting were developed with the assistance of an independent research firm and an advisory council of educators and employers. The survey is administered for free and is open to all postsecondary schools that wish to participate. Criteria for consideration can be found at [www.militaryfriendly.com](http://www.militaryfriendly.com).

**About [Your School]:**

Your Boilerplate Here

**About Viqtory:**

Founded in 2001, VIQTORY is a service-disabled, veteran-owned small business (SDVOSB) that connects the military community to civilian employment, educational and entrepreneurial opportunities through its G.I. Jobs® and Military Friendly® brands. VIQTORY and its brands are not a part of or endorsed by the U.S. Dept of Defense or any federal government entity. Learn more about VIQTORY at [www.viqtory.com](http://www.viqtory.com).

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For press inquiries visit:

[www.militaryfriendly.com/support](http://www.militaryfriendly.com/support)