



CARSON COLLEGE OF BUSINESS

MBA Veterans

2023 ANNUAL REPORT

FRIENDS OF CARSON MBA VETERANS

A lot of colleges are content to be veteran friendly, acknowledging military service and accepting student veterans onto their campuses. The Carson College of Business is committed to staying veteran ready by providing resources, access, and support for our military-affiliated students. Helping this community chart their course, establish professional networks, and craft unique personal brands continues to be the focus of Carson MBA Veterans. Thank you for your continued support of our efforts to serve those who serve as we establish sound policy, provide career enhancement programming, and create a vibrant Carson Veteran Community. Go Cougs!

Matt Beer

Director, Military and Veteran Affairs



CPT Kevin Epps, MBA '23

PROFESSIONAL DEVELOPMENT

According to the [2023 Veteran Opportunity Report](#), business education remains far and away the largest area of study for America's veterans. This makes perfect sense for a population that has established technical skills and strong leadership experience. Ensuring veterans understand how to leverage their business education remains the top priority of Carson MBA Veterans. We do this by delivering interactive workshops, offering one-on-one career coaching sessions, and hosting events for our students to connect with one another. This year we are thrilled to partner with [PreVeteran](#), and provide our active duty students a five week course custom-made to help them think differently about the value they bring to the private sector.

Professional Readiness Gap

- 35%** in transition
- 45%** unsure how to network
- 60%** unsure of their LinkedIn Profile
- 33%** unsure of their resumé
- 30%** unsure of post military career

IMPACT BY THE NUMBERS

242

enrolled in classes

59

personal branding sessions

54

workshop attendees

TALKING TRANSITION

Creating a professional network and supportive community beyond military service is a major obstacle for veterans. This year's Carson MBA Veterans Military All Call delivered a workshop designed to address this challenge by connecting military affiliated students, alumni, and community partners. Led by [Sara Blewett](#) from SDB Transition Strategies, participants leveraged self-reflection exercises and free-flowing conversation to help them identify their values and elevate their military experiences into meaningful value propositions for future employers. "Successful transition starts with a lot of reflection on what your values are and coming to terms with your life experiences and the skills you've acquired in the military" shared Blewett. Sharing these insights with prospective employers can be tough for veterans, so the evening provided ample time for attendees to introduce themselves to community partners through breakout discussions and speed-networking sessions. Student veterans who attended left the event informed, connected, and encouraged to tackle their transition to civilian employment. Air Force Veteran and president of ControlTek, [Andy LaFrazia](#) (MBA '98), summed it up best, offering, "This was a great event!"



Sara Blewett
SDB Transition Strategies

COMMUNITY AND STUDENT EXPERIENCE

The Carson College of Business continues to grow its community of military students and community partners. Creating opportunities for veterans to connect, both virtually and in person, is central to this effort. With your help, our students are building lasting connections and engaging in meaningful conversations with each other, interested employers, and committed community partners.

EMBA Leadership Conference



EMBA students, faculty and alumni gathered for their annual Leadership Conference to explore executive leadership and how to survive and thrive in corporate

America. The group was thrilled to welcome retired vice admiral [Raquel Bono](#) (EMBA '15) as one of its keynote speakers. The first woman surgeon in the military to hold the rank of vice admiral and former CEO and director of the Defense Health Agency, Bono is currently the Chief Health Officer for Viking Cruises. She shared stories about overcoming adversity and creating change, and Bono offered that "earning my EMBA was critical to my successful transition from military service to corporate leadership."

WSU Military Symposium

Carson MBA Veterans were honored to mark Veterans Day by supporting WSU's annual Military-Affiliated Student Symposium.



Over 100 students, staff and community partners gathered for a day of fellowship, presentations, workshops and discussions about transition and wellness. Brigadier General (Ret) Jim Cook shared insights on the power of mindfulness amidst life transitions, while staff and veteran-service organizations from across the state participated in a town-hall discussion focused on support student veterans. Lastly, Carson MBA Veterans sponsored an engaging workshop designed to help student veterans identify

and amplify their personal brand. WSU Provost Elizabeth Chilton, Everett Vice Chancellor Mark Beattie, Assistant Vice President for Enrollment Michelle Lewis, and Carson's own Scott Carson were in attendance. We look forward to 2023's symposium at WSU, Vancouver.

Industry Excursion

Exposing student veterans to industry experts is an important part of our programming and this year, Carson Veterans were invited to participate in a tour of Kenworth Manufacturing and PACCAR Parts in Renton Washington. In addition to touring these amazing facilities, students spent time with PACCAR's Director of Logistics, Erica Ross and the Assistant Director of Materials, Vanita Nair.



VETERANS WAY

During his ten years in the Coast Guard, [Sean Castle](#) never expected to be a product manager for PACCAR Parts electric vehicles. "When I decided to separate from military service," recalls Sean, "and after numerous talks with business professionals, I concluded that pursuing an MBA would help me achieve my career aspirations." In addition to outstanding reputation, resources, and curriculum, the Carson MBA's fully online format made it the perfect choice. "I was still on active duty and often traveling for weeks at a time," says Sean, "I needed to be very flexible on where and how I did my coursework." The combination of his military service, education, and career services led him to where he is today. Life after his MBA has been "eventful to say the least!" Sean laughs, "I'm working in an industry I never imaged and really enjoy it." Sean has a few words of advice for anyone considering transitioning from the military and starting at MBA. "Start preparing early. Networking and doing informational interviews can make all the difference. The key to being a successful in the Carson MBA program is finding balance between work, school, and family."



Sean Castle, USCG Veteran, MBA '22



WASHINGTON STATE UNIVERSITY
Carson College of Business

TO LEARN HOW YOU CAN SUPPORT
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