



EDUCATION PATHWAYS PARTNERSHIP PROGRAM (EPPP)

Attract. Engage. Connect.



OUR
COMMUNITY
SALUTES®

THE FIRST TO SAY THANK YOU



OUR MISSION, YOUR OPPORTUNITY

Creating an Educational, Informational Initiative for New Military Enlistees

Our Community Salutes (“OCS”), the only nonprofit serving the needs of service-bound high school seniors and their families, is offering traditional and non-traditional post-high school institutions the opportunity to join the OCS Education Pathways Partnership Program, our higher education informational initiative to help OCS participants and parents navigate planning for continuing education while serving in the U.S. Armed Services.

OUR PROGRAM

Join Us

Each year, thousands of high school seniors honored by OCS will enlist into the military, and after an average of four years of service, more than 70% of them, on average, will leave the military and return to civilian life.

To help students understand the education pathways available to them while serving in the military or prior to transitioning out of service, the OCS initiative on higher education awareness will provide guidance on topics focused on education opportunities for new enlistees. To accomplish our mission, we’re partnering with institutions to both sponsor and collaborate with OCS. With financial and material support, OCS will expand the initiative called the OCS Education Partnership Pathways Program that will provide first-term enlistees (and their parents) access to information, instruction, and options academic pathways that they can pursue while serving in the military and thereafter.

FAST FACTS

2009

Founded / First Ceremony

501(c)3

Nonprofit Organization

42

Ceremonies spanning 20 states (2024)

3,100+

New enlistees honored (2024)

11,100+

Total attendees (2024)

THE PARTNERSHIP

Partnering with OCS will create an authentic and lasting relationship with your institution and our student-enlistees, parents, families, and community members. OCS events provide sponsors with the ability to make personal connections with attendees that continue long-after the event has concluded. As a sponsor:

- You will be recognized as an OCS Education Pathways Partnership Program sponsor and will be provided additional exposure to attendees before, during, and after the event through a dedicated website promoting OCS Connect and our program.
- You will have the opportunity to be promoted through OCS social media and email campaigns during events. Best of all, you will have an interested military audience that needs your advice and counsel to help guide them on a pathway to success.



THE INVESTMENT

Education sponsorship packages are scalable to the institution and institutions will offer OCS content relevant to our education pathways program, and will be given the opportunity to attend OCS events. The type of content that can be provided includes video, articles, blog posts, presentations, recorded webinars, and infographics. Sponsors are encouraged to provide as much content as possible. Sponsors are welcome to use content that has been previously created for other purposes. Naturally, the more content provided, the more opportunities there are to connect with this unique audience. The topics for content could include could be, for example:

EDUCATION PATHWAYS FOR:

Trades and Vocations

Licensing

Certifications

Certificate programs

AA, BA and BS degree pathways

UNDERSTANDING HOW TO FINANCE THEIR EDUCATION:

Financing with tuition assistance (in service)

Financing w/VA tuition assistance (post-service)

Financing by other means (civilian)

THE SPONSORSHIP MARKETING PACKAGE

OCS marketing and event activity typically begins two months prior to an event, and ends one month following the event.

- Logo placement on OCS corporate website “Our Supporters” page
- Brief description of your institution (includes link to site) on “Our Supporters” page
- Brief description of your institution on OCS Connect website “Our Supporters” page
- Logo placement in education section
- Logo and “Content provided by…” on each sponsor-provided content page
- One email promotion to our constituents thanking our consortium sponsors (by name)
- One social media post thanking our consortium sponsors (by name)



WHY PARTNER WITH OCS?

Unique Exposure

OCS is the first trusted relationship of new enlistees and their families. Get unique exposure to students at the early stages of their military service.

Early Exposure

More than 70% of active-duty enlisted service members—which represents the OCS enlistee base—will separate from service after four years. Get to know them and their families and you’ll continue serving them tomorrow.

Growth

Since our inaugural Enlistment Recognition Ceremony in 2009, more than 70 communities in 32 states have supported more than 625 recognition ceremonies, attended by thousands of supporters.

Media Coverage

OCS has received substantial media coverage over the years, and has appeared in many articles and blog mentions, including premium print media outlets and local radio and television media.

Philanthropy

Our new enlistees are among the 1% of our US high school students that have chosen to enlist and serve their country first before college. Our goal is to ensure their success by making them aware of all the possibilities in front of them for continuing their education while serving in the military and thereafter.

ABOUT OCS

Honoring New Enlistees

Our Community Salutes-USA (OCS) is a national, non-profit organization helping communities recognize, honor and support high school seniors who plan to enlist in the U.S. Armed Services after graduation. We provide student enlistees—and their parents—with recognition, peer networking, community support, education, and career planning resources as enlistees transition into military service.

Since our inaugural Enlistee Recognition Ceremony in 2009 with our OCS of South Jersey community, more than 625 Enlistee Recognition Ceremonies have been held by local communities nationwide. Our ceremonies have been held in banquet halls, auditoriums, and sports arenas across the country from New York to California, and attended by hundreds of thousands of supporters consisting of parents, family, friends, veterans, business leaders, employers, sponsors, and local and national media who feel strongly in the importance of community support and recognition of the young adults who will enlist in the military after graduation.

OCS is a 501c3 non-profit organization with a GuideStar Bronze Seal of Transparency.

ABOUT OCS CONNECT

For New Enlistees and Their Families

OCS Connect is a knowledge base of education, career development, and money management information with a focus on the high school-to-college stage of educational and professional development.

OCS Connect provides enlistees and parents with information specific to a stage of the student-enlistee's education journey, from how to advance their education and career opportunities through vocational training or higher ed, to utilizing their time in the service by maximizing education benefits like reduced tuition.



CONTACT

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