



**VETERANS**  
EDUCATION SUCCESS

CASE STUDY: **NONPROFIT**

# Veterans Education Success/ Veterans Student Loan Relief Fund

## CHALLENGE

America's veterans have become prey for unscrupulous for-profit educational institutions that target them with misleading marketing practices and lure them into enrolling in expensive — and ultimately worthless - degree and certificate programs that drain their GI Bill benefits and often leave them tens of thousands of dollars in debt.

## STRATEGY

Slowey McManus teamed up with two veterans advocacy organizations to generate media attention in national and local media markets to call attention to the predatory practices of for-profit schools and to push for changes in federal and state laws and regulations to curb these practices.

## OUTCOME

This issue has received a tremendous amount of media coverage in markets across the country and helped prompt Congressional and administrative action to place restrictions on the actions of these for-profit colleges and protect veterans and their hard-earned educational benefits. The issue also became the subject of a Starz documentary, *Fail State*, co-produced by Dan Rather, which SMC contributed to and helped promote.

*Members of the Slowey McManus team have been tireless in their efforts to call attention to the plight of veterans returning from service in Iraq and Afghanistan and the trap they are lured into by bad actors in the for-profit college industry. They are dedicated to the issue and have been true partners to effect change in Washington and in State Houses across the country to better protect veterans from misleading marketing practices.*

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