

Admissions Excellence

Executive Summary

The Naval Academy is only as strong as those who make up its community: candidates, midshipmen, faculty, staff, alumni, parents and friends. This emphasis on community includes ensuring a pipeline of promising potential applicants, with a particular focus on the recruitment of candidates interested in the STEM disciplines. The Academy's Office of Admissions conducts a wide range of marketing, education and outreach programs designed to connect with high school students and their families, guidance counselors and community leaders, congressional offices, volunteers and more. These efforts have led to annual application increases of more than 30% since 2005, the highest acceptance rate of admission offers in Academy history, incoming classes that have broken plebe year academic and physical fitness performance marks, the highest graduation rate in Academy history and the most diverse Brigade of Midshipmen in Academy history. Private gifts are sought to develop, strengthen and expand programs in the following areas:



- Expansion of strategic outreach programs in underrepresented cities/districts
- Expansion of Summer STEM programs for 8th-11th graders
- Expansion of remote Summer STEM programs
- Development of a leadership program for high school students
- Incorporation of civilian marketing expertise to assist in development of new targeted marketing initiatives
- Development of new admissions videos that target high school students
- Upgrading and expanding use of social media and internet tools
- Upgrades in admissions technology and integration tools
- Establishment of additional field representatives in underrepresented congressional districts

Current State

Public Funds	Private Funds	Total Funds	Impact on Brigade
\$1,092,000	\$1,100,000	\$2,192,000	*TBD

Plan 2020 Goal

Public Funds	Private Funds	Total Funds	Impact on Brigade
\$1,092,000	\$3,650,000	\$4,742,000	*TBD

Campaign Goal \$25,550,000 (\$3,650,000 x 7 years)

**The Foundation is working with the Yard to quantify return on investment and impact on the Brigade.*

THE NAVAL ACADEMY CAMPAIGN