

USNAAA Board of Trustees Chairman's Welcome

13 May 2016



PROPOSED ALUMNI CENTER LOCATION



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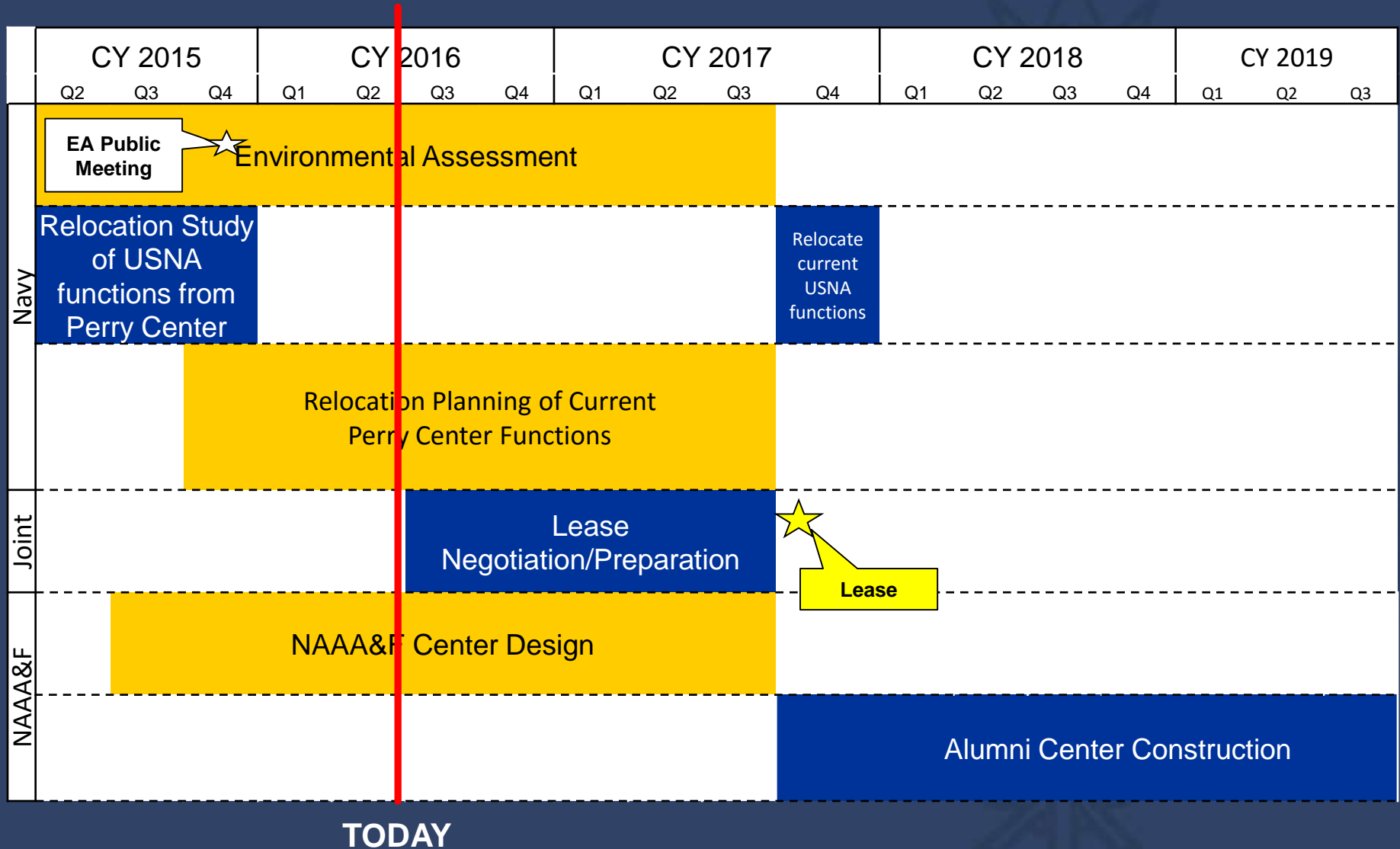
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UNITED STATES NAVAL ACADEMY
Alumni Association and Foundation



LONG RANGE TIMELINE



USNAAA Board of Trustee's President's Report

13 May 2016



Byron Marchant '78
President & CEO



VADM Henry Mustin '55, USN (Ret.)
Chair, COCP
BOT Trustee
A&SP Trustee Emeritus
President, USNA Class of '55 2005-2016

THANK YOU



Kate Dooley '95
'90's Classes Trustee



1stLt Ian Cameron, USMC '12
'10's Classes Trustee

Welcome: Minh-Yu Greenberg '99 (90's Decade)
LTJG John-Rex Spivey '13 (10's decade)

ALUMNI IN THE NEWS



- MajGen Charlie Bolden, Jr. '68, USMC (Ret.)
NASA Administrator



- Mike Petters '82
President and CEO, Huntington Ingalls



- CAPT Chris Cassidy '93, USN
Chief, NASA Astronaut Office

USNA LEADERSHIP ON THE WORLD STAGE



ADM John M. Richardson '82, USN
Chief of Naval Operations



ADM Michelle Howard '82, USN
Vice Chief of Naval Operations

USNA LEADERSHIP ON THE WORLD STAGE



- ADM Mark Ferguson '78, USN
Commander, Allied Joint Force Command Naples



- ADM Cecile D. Haney '78, USN
Commander, U.S. Strategic Command



- ADM Harry B. Harris Jr. '78, USN
Commander, U.S. Pacific Command



- ADM Kurt W. Tidd '78, USN
Commander, U.S. Southern Command

CYBER SECURITY STUDIES BUILDING



Groundbreaking - Oct 21, 2016

CYBER SECURITY STUDIES BUILDING



TERWILLIGER CENTER FOR STUDENT-ATHLETES



NMCMS AKERSON SUITES



Financial Update

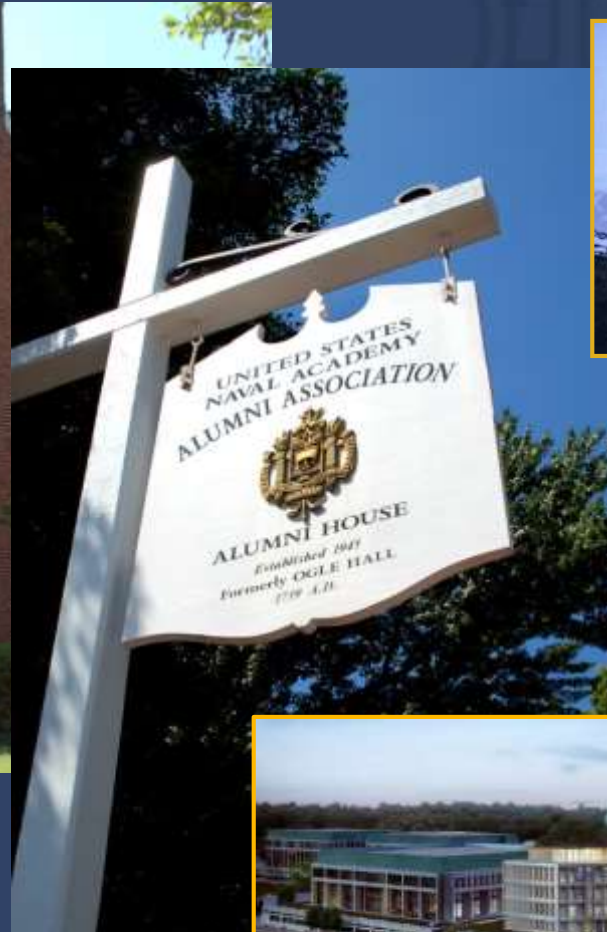
	FY 2015	FY 2016 (3/31/16)
Total Assets	\$257 M	\$255 M
Investments	\$215 M	\$209 M
Liabilities	\$29 M	\$29 M
Net Assets	\$227 M	\$226 M
Contribution Income	\$36.6 M	\$38.1 M
Annual Fund	\$10.9 M	\$5.7 M
Support to USNA	\$25.0 M	\$26.8 M

STAFFING UPDATE

Welcome:


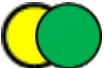
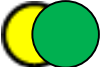







- **Melissa Melle, Administrative Assistant for A&SP**
- **Ashley Thobois, Major Gifts Coordinator**
- **Col (Sel) Maria “MJ” Pallotta '94, USMCR, Director of Enterprise Marketing**

USNA Alumni Association Plan 2020 Update









FALL BOT Update

Plan 2020 Objectives Overview

2015	2016	Program Area
		Board Composition/Diversity Steadily increase board diversity to reflect makeup of the alumni.
		Organizational Development & Alumni Services Provide services that engage our members in support of the Mission and Vision. Sustain the Alumni Association as a high performing organization.
		Membership: Numbers & Profile Build and sustain lifelong and meaningful relationships with increasing numbers of alumni, parents, families and friends.
		Physical Plant, Facilities Modern, low maintenance infrastructure minimum cost
		Equipment & Technology State-of-the-art management and communications technologies to meet the demands of an increasingly IT-sophisticated membership, but not ignoring the needs of older alumni.

Plan 2020 Objectives Overview

2015	2016	Program Area
		Engagement (Strategic Communications & Outreach) More effectively engage Alumni, families and friends via strategic communication and outreach. Build and sustain lifelong and meaningful relationships Be a trusted source of information.
		Relevance & Support of USNA Be relevant to, and in full partnership with the Naval Academy in support of its mission. Demonstrate an understanding of Naval Academy leaders' key concerns and needs. Engage members in support of USNA strategic imperatives.
		Financial Security Improve financial resources to promote self-sufficiency. Enhance and preserve Alumni Association fiscal health with financial integrity, strategic budgeting and cost-effective programs.

Board Composition/Diversity ●

	MAY10	MAY13	MAY 15	MAY16
Ave Age	66	56	56	57 (YG82)
F/M ratio	0%	11%	18%	18%

Accomplishments:

- Trustee demographics concern;
 - BOT now includes 3 Millennial Trustees (McCarthy '00, Lane '02, Cameron '12 / Spivey '13)
 - Female Membership (Rogers, Berg, Vernazza, Dooley, Lowndes. Greenburg to replace Dooley)
 - 35% of USNA are non-white versus only 14% of BOT

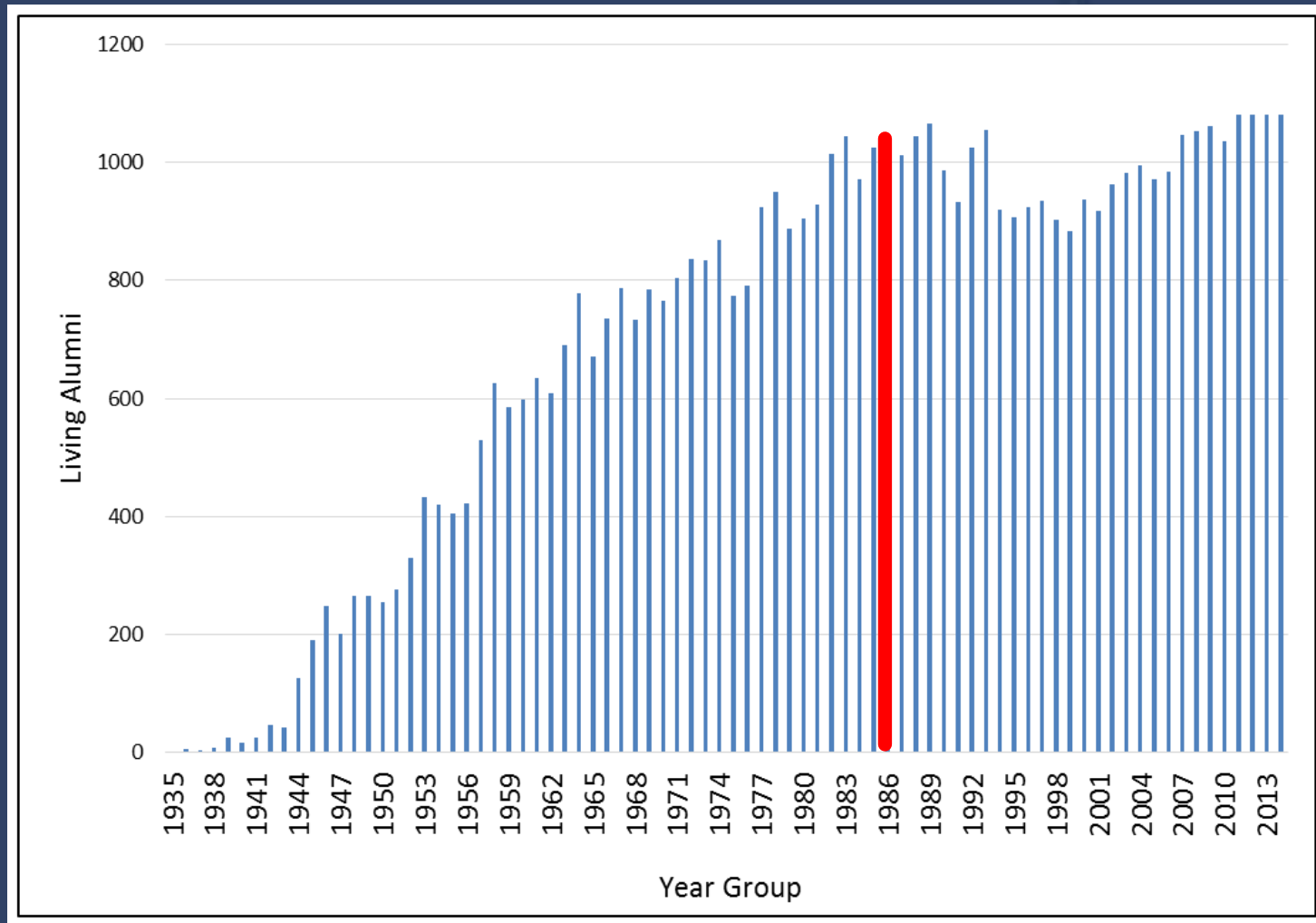
Alumni Demographics

	11/30/14	5/1/16
Total Grads	56,264	56,487
Female Grads (1980 on)	4,431	4,684
% female	7.9%	8.3%

As of 5/1/16

- Living Alumni with a Female Classmate (>'80) = 65%
- Millennials ('00 <) = 16,263 / 56,487 or 29% alumni
- 2016: 294 Women / 1211 = 24.3%
- 2017: 274 Women / 1206 = 22.7%
- 2018: 302 Women / 1191 = 25.3%
- 2019: 324 Women / 1191 = 27.2%

Average Age of a Living Grad?



RETURN ON MISSION

FY17-18 BUDGET

- Honoring our Fallen Heroes
- Annual DGA program
- ALITC program support and enhancement
- AMP program expansion to include 2016 Midshipmen
(1,550 participants / > 300 Midshipmen)
- Career programs
- CRM investment to support alumni and parents
- SIG pilot programs
- 40 years of women anniversary support
- Class support (reunions, COCP)
- *Shipmate* & Wavetops
- Online social media

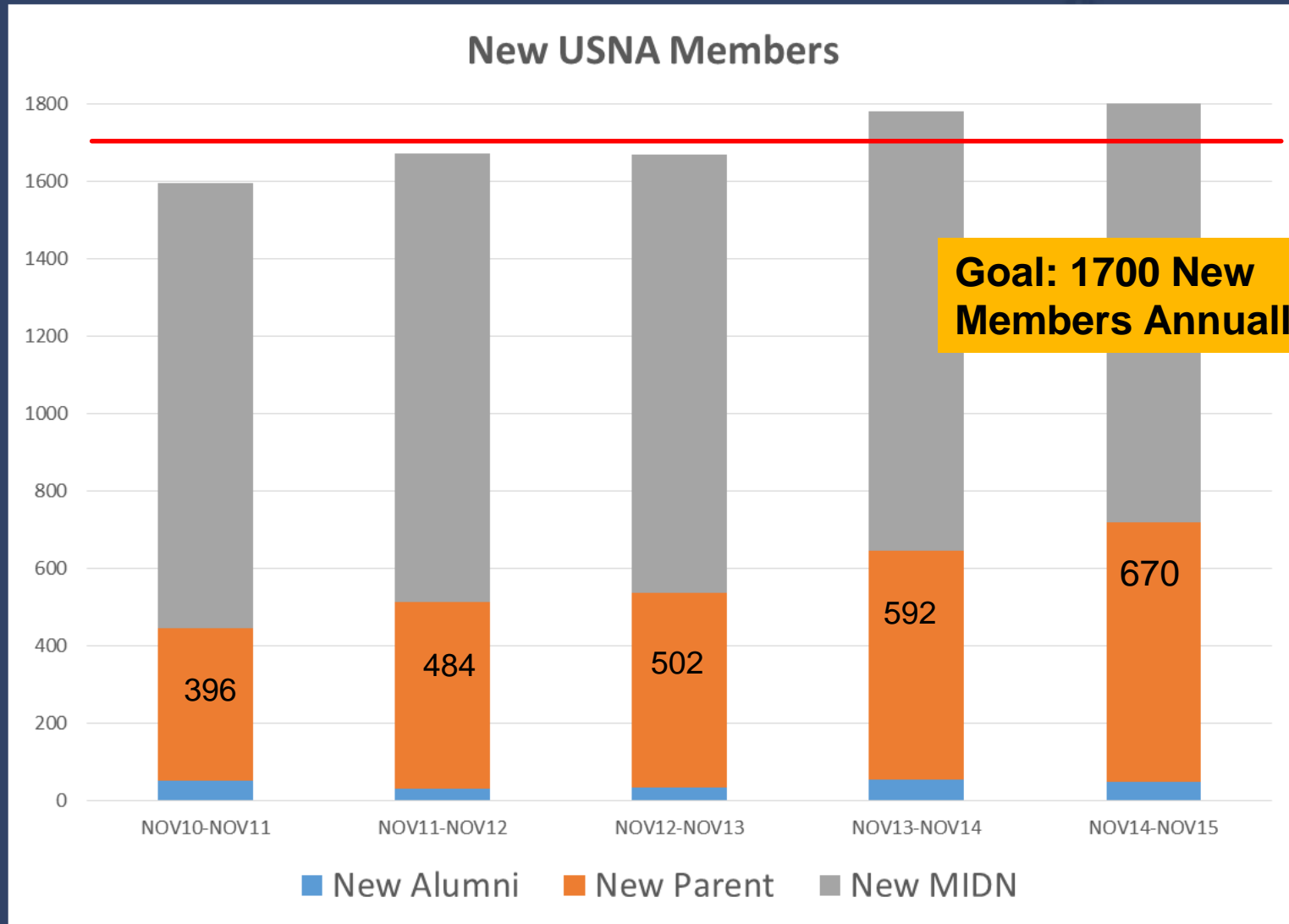


RETURN ON MISSION

FY17-18 BUDGET

- Chapter engagement support and best practice assessment
- Chapter Awards recognition programs going forward
- ICOF support
- Founder's Day support to Chapters
- Academy admissions engagement in communities
- Football away game Chapter & Club support
- Parents programs support
- I-Day and Plebe Parent's Weekend support
- New Alum Building project in prelim stages
- Updated Travel program expansion

New Membership Growth



UPCOMING EVENTS



20-27 May: Commissioning Week
23 May—Herndon Climb
25 May – Blue Angels Demonstration
27 May—Graduation Ceremony



10 October: Founder's Day



4-6 August: SeaFair Fleet Week
Seattle



3-5 November: Navy/ND Football
and related activities in
Jacksonville, FL



8-10 September: 40th Anniversary
of Women at USNA



8 December: BOT
Annapolis, MD



Blue Angels Demonstrations
28 May, Long Island; 20 August,
Brooklyn; 27 August, Cape Cod;
24 September, Miramar



10 December: Army – Navy
Baltimore, MD

2016 FOOTBALL SCHEDULE

(SUBJECT TO CHANGE)

Date	Opponent	Location	Reunions
September 3	Fordham	Annapolis, MD	'76 '11
September 10	UConn	Annapolis, MD	'61 '71 '86 '96 Women
September 17	at Tulane	New Orleans, LA	
October 1	at Air Force	Colorado Springs, CO	
October 8	Houston	Annapolis, MD	'56 '01 Parents
October 13	at East Carolina	Greenville, NC	
October 22	Memphis	Annapolis, MD	'81 '66 '91 '06 HC
October 28	at USF	Tampa, FL	
November 5	Notre Dame	Jacksonville, FL	PC Weekend
November 12	Tulsa	Annapolis, MD	
November 26	at SMU	Dallas, TX	
December 3	AAC Championship	TBD	
December 10	Army	Baltimore, MD	

Challenges

- Campaign
- Alumni Connectivity & Reachability
- DGA Submissions
- Shared Interest Groups
- Proper recognition of Superior Chapter performance
- Young Alumni Engagement (0-5 year)
- Continued parent/grandparent involvement and participation after graduation
- Co-location of AA&F planning

Bill Dawson '82
Executive Vice President
Engagement



USNA AA ENGAGEMENT ORGANIZATION

EVP ENGAGEMENT
Bill Dawson '82

EXEC ASST
Cathy Wagner

DIRECTOR
ENTERPRISE
MARKETING
Maria Pallotta '94

DIRECTOR
PROGRAMS &
SPECIAL
PROJECTS
Dave Church '67

DIRECTOR
ENGAGEMENT
OPERATIONS
Craig
Washington '89

- ADMIN
- FRONT DESK
- ALUMNI
CUSTOMER SERVICE
- BOT LIASION

- ENTERPRISE EVENTS
- SPONSORSHIPS
- EVENT MARKETING
- ALUMNI GOLF
- ALUMNI EVENTS
- ALUMNI PROTOCOL
- MARKETING
COMMUNICATIONS

- CAREER PROGRAMS
- MEMORIAL AFFAIRS
- TRAVEL PROGRAM
- MERCHANDISE
PROGRAM
- DGA, ALITC
- FACILITIES

- MEMBERSHIP
- CLASSES &
REUNIONS
- CHAPTERS
- PARENTS CLUBS
- SHARED INTEREST
GROUPS
- BRIGADE SUPPORT
ACTIVITIES

HONOR OUR FALLEN HEROES



2016 Distinguished Graduates



Demographics of 2016 Nominations

Decade	Overall Noms	2016 Noms	DGA Rcpts
30's	13	0	8
40's	33	3	13
50's	92	2	28
60's	73	12	22
70's	22	8	4
80's	3	1	1
Total	236	26	76

Historical Distribution (by community)

SUB	20
N Aviator	24
SWO	14
USMC	9
Other (EDO/CEC/Supply)	7
USAF	2
	76

Another Link in the Chain



'65 at 2015's graduation



Ring Dance 16/66



Commitment Dinner 17/67



Herndon Climb 18/68



I-Day 19/69



On Deck '70

Alumni Mentoring Program (AMP)

- Class led / Class funded
- Unanimously approved as an ongoing offering by USNA AA Board of Trustees
- Growing program w/ very positive feedback (1550 participants)
- Platform allows for opportunities for additional connectivity between sub-groups
 - ALITC connections
 - Shared Interest Groups (Football, Women, Clubs)



AMP Recap



✓ STEADY GROWTH

1,598 Total Participants (April 2016)

- 526 Active matches/44 pending
- About 48 adds per month excluding '16

✓ SATISFIED USERS

Favorable participant feedback

- Delivering benefits & value

✓ FULLY FUNDED

Fully funded for 25+ years

≈ \$1.9 Million through 2038

✓ ON BUDGET

Comfortably under budget to date

≈ \$50 Thousand for 2016

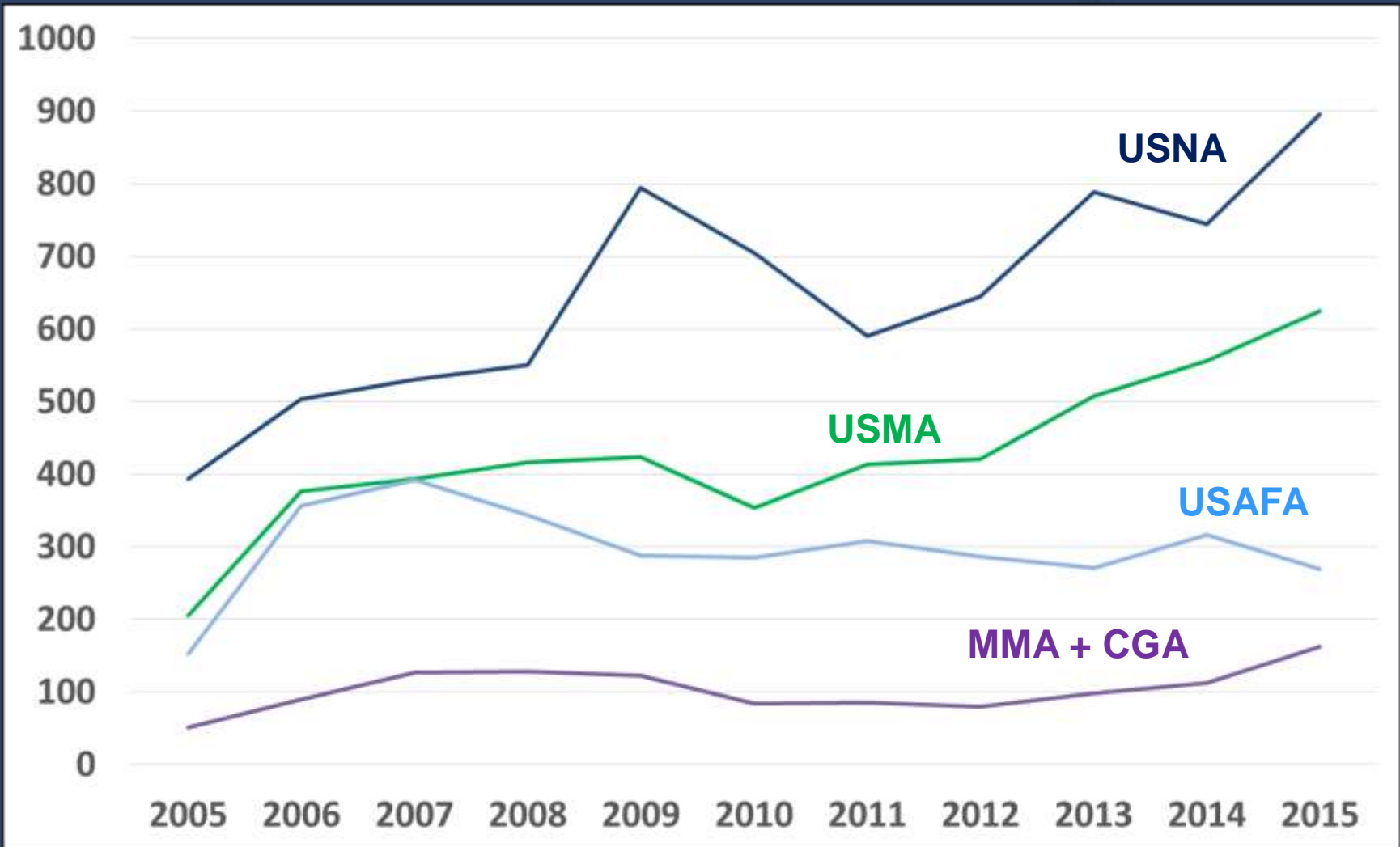
✓ UPGRADED PLATFORM

Upgraded system to 2.0 in 2015

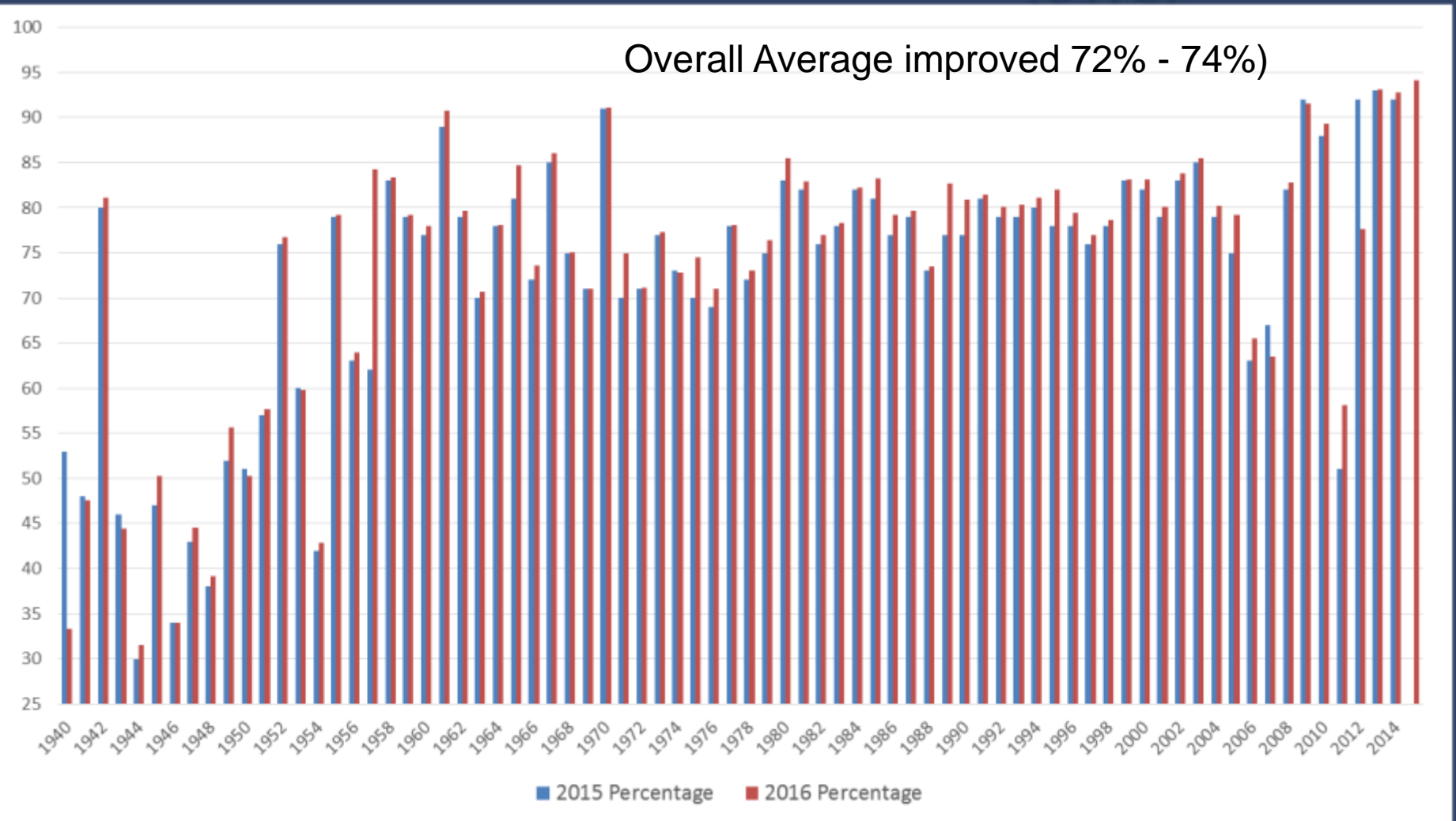
✓ NEXT STEPS

Continue to grow, operate & improve

SACC CANDIDATES BY ACADEMY



REACHABLE ALUMNI (GOOD EMAIL 2015-16)



Communications Update

Kristen Pironis, Executive Director of Enterprise Communications



Focus and Priorities

Enterprise Communications					
Online / Electronic		Print Publications		Media Relations / Strategy	
www.usna.com	Overture Platform	<i>Shipmate</i>	Campaign Collateral	RTQs	Pitches
Social Media & Video	<i>WaveTops</i> e-newsletter	Newsletters: <i>From the Bridge, A&SP</i>	Invitations, brochures, catalogs, & other print collateral	Coordination with USNA PAO	

***Shipmate* Next Steps**

- Review survey results with Class Officers (COCP), Chapter Officers (ICOF), and Board of Trustees Communications Committee
- Partner with design team on actionable survey feedback WRT design and process
- Review editorial feedback to incorporate and test in future issues/articles
- Fall webinar with class & chapter secretaries
- Begin with iterative changes in 2016, launch new *Shipmate* in January-February 2017

The background of the slide features a large, faint, light blue seal of the United States Naval Academy. The seal is circular and contains a central shield with a ship's hull and a cross. Above the shield is a crest with a torch and a banner that reads "U. S.". The shield is flanked by two crossed anchors. The words "NAVAL" and "ACADEMY" are written vertically on the left and right sides of the shield, respectively. A banner at the bottom of the shield reads "SCIENTIA".

Foundation Update, PhD

Bill O'Connor

Executive Vice President

USNA Foundation

CAMPAIGN PLAN

Phase	Focus
Planning Phase	<i>Feasibility Study Case Development Campaign Materials Select Gift Requests Class Projects</i>
Quiet Phase	<i>Principal and Leadership Gift Prospects Convene Principal Gift Committee Large Corporations Class Projects</i>
Public Phase	<i>All Alumni All Corporations Recruit Regional Committees Class Projects</i>

BRINGING THAT VISION TO LIFE

Major Projects and Programs Include:

- **Cyber: \$73.18 Million Goal**
- **Athletic Excellence \$55.5 Million Goal**
- **Annual Fund: \$56 Million Goal**
- **International Programs: \$28.5 Million Goal**
- **Admission Excellence and STEM: \$25.55 Million**
- **Distinguished Professorships: \$23.1 Million**
- **Experiential Leadership Learning: \$22.4 Million**
- **Stockdale Center: \$22.25 Million Goal**
- **Alumni Association/Foundation Building: \$15 Million**
- **Center for Academic Excellence: \$25 Million Goal**
- **Faculty Recruitment/Development: \$10.85 Million**
- **NAPS Transformation: \$4.48 Million**



NATIONAL CAMPAIGN LEADERSHIP STRUCTURE





IMPACT OF PHILANTHROPY

Daniel F. Akerson Tower, Navy-Marine Corps Memorial Stadium

Terwilliger Center for Student Athletes

Mary Ellen and Richard L. Keyser SCIF, Center for Cyber Security

Jerrold and Laura Miller Distinguished Visiting Professor of Israeli Studies

Robert and Mary M. Looker Distinguished Visiting Professor of Cyber Security Studies

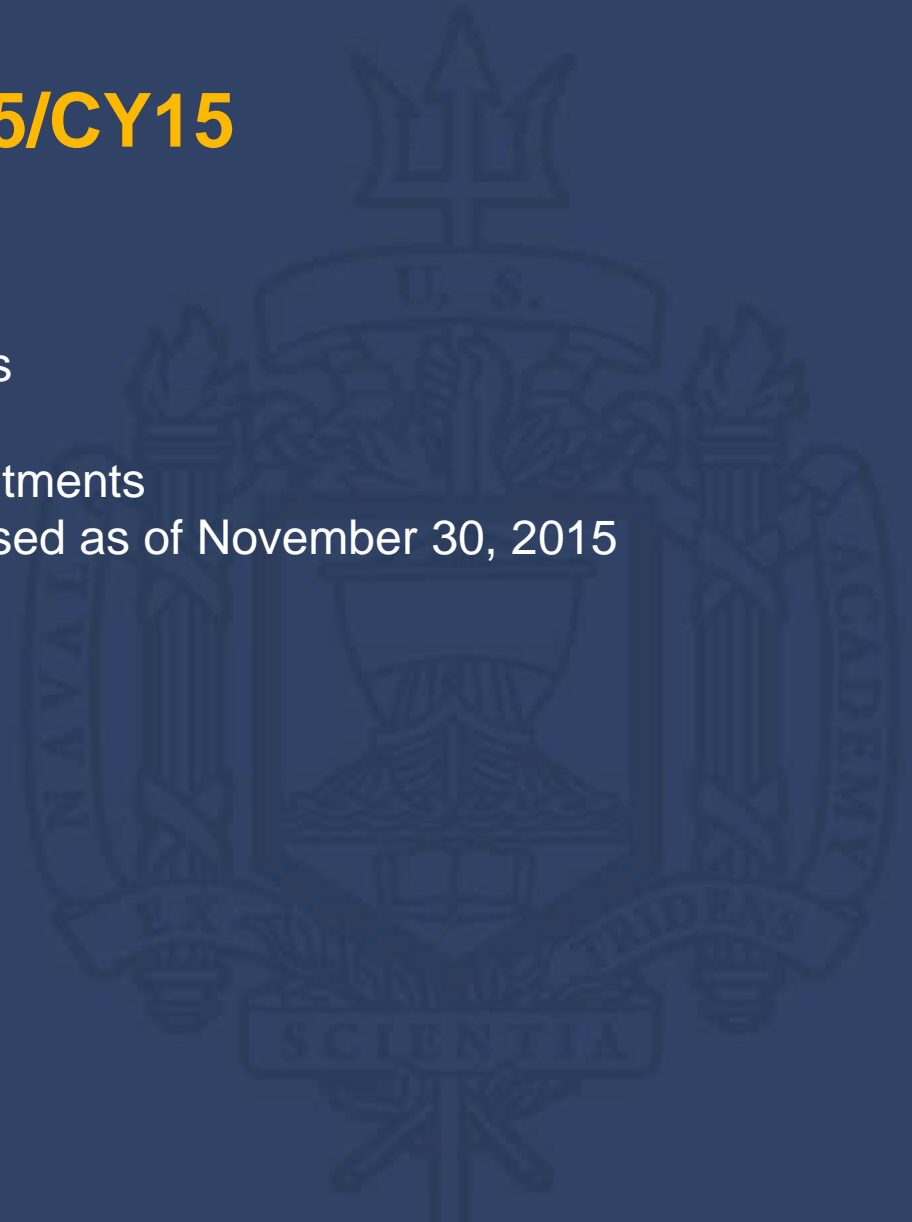
Timothy and Susanne Sullivan Director of Influencer Development, Stockdale Center for Ethical Leadership

Reinemund Family Foundation–Naval Academy Preparatory School (Tutors)

Bilden Family Asia-Pacific Forum

GREAT RESULTS – FY15/CY15

- Major Gifts
 - FY15 Goal - \$55M in commitments
 - FY15 Results - \$47.6M raised
 - FY15/CY15 Goal - \$80M in commitments
 - FY15/CY15 Results - \$102.5M raised as of November 30, 2015
- Annual Fund
 - FY15 Goal - \$8M in receipts
 - FY15 Results - \$10.8M raised
 - CY15 Results - \$8.047M



GREAT RESULTS – FY15/CY15

- Record Major Gift Fundraising
 - Closed 8-figure and high 7-figure gifts
 - Strong results at all levels of gift table
 - Active and engaged volunteers
- All Academy Challenge 2015 improved significantly over 2014
 - 923 donors, +\$366,000, +243 lapsed donors
 - -\$10,000 in unrestricted gifts
 - All funds (restricted and unrestricted) were an option in 2015; 2014 was only unrestricted
- President's Circle
 - PC grew by 49 donors (2014 > 2015), 3.5%
 - Growth due in part to establishment of PC GOLF (grads of the last 15) in 2015

GREAT CHALLENGES

- Annual Fund
 - Need to mediate impact of estate gifts and one-off lead gifts
 - Need to create donor recognition and unique donor societies
 - Need to examine every aspect of the Annual Fund to seek ways to improve performance
- Major Gifts
 - Continued focus and success with Principal Gifts
 - Successful launch of pilot regional campaigns in Northern CA and NYC
 - Continue engagement and success with national volunteer leadership
- Enterprise-wide focus on mutual goals and activity to support the success of the comprehensive campaign
 - Communications support
 - Alumni Chapters and Parents Club
 - IT Infrastructure

ALL ACADEMY CHALLENGE 2016

- 1-7 June
- Only Alumni of all classes through 2015
- USNA
- USMA
- USAFA
- USCGA
- USMMA



This year's freebie!



Questions?