



UNITED STATES NAVAL ACADEMY
ALUMNI ASSOCIATION



UNITED STATES NAVAL ACADEMY
FOUNDATION

Chapter Startup

Organizing A New Chapter

1. Contact the Chapter Support Coordinator at the USNA Alumni Association (Association) to discuss the possibility of forming a chapter (410-295-4035) or Kristin.Yale@usna.com.
 - a. The Association will advise if another alum is already working to organize a chapter in your area and help bring interested parties together, or help you determine if there are enough alumni in the geographic area for a formalized chapter.
 - b. If there is promise of success, the Association will provide you with a roster of names of addresses of alumni within the potential chapter area you identify by zip code.
 - c. A formalized chapter requires the following:
 - i. 25 dues-paying alumni members who are also members of the National Association (this information will be available on the roster of alumni sent to you by the Association.)
 - ii. Chapter officers need to be selected, a minimum of President, Vice President and Secretary/Treasurer.
 - iii. A simple set of bylaws approved by the members, sample provided in this handbook
 - d. The Association will provide one free mailing to all alumni in the potential chapter area.
 - e. It is recommended that a letter and questionnaire aimed at discovering prospective member interests be sent, preferably with a self-addressed envelope for its return and an email address and phone number as well. A sample letter and questionnaire are provided in this handbook.
2. Due to the amount of initial work involved, it is ideal to have at least three dedicated people to help with the organizational process. From the start, the new chapter will need energetic, interested, and enthusiastic steering committee, though some have been successful initially working alone.
3. Organizers are encouraged to contact other Chapter Presidents, possibly those in the same geographical region, to learn how that chapter is organized, for ideas of what they do for their members, and for any other helpful suggestions. Perhaps even a joint meeting can be held.
4. Organizers are also encouraged to scan the *Shipmate* Chapter columns for ideas or visit other Chapter websites via the USNA Alumni Association website: www.usna.com; select Class/Chapters, then Chapters. If the Chapter has a website, it is accessed at the top of the individual Chapter's officer information page.

Startup Suggestions / Questions

Suggestions:

Make contact with your local Blue & Gold Officers and Parents Club President

A first meeting for a major event such as the Army-Navy football game is ideal.

Have a diversity of speakers depending on age of alumni in your area.

Announce next meeting and speaker at each event whenever possible.

Remember to set activity fee to include lunch of guest speaker, gratuity, audio-visual charge, etc.

Suggest each attendee bring fellow alum to the next event.

Announce which class has greatest number in attendance (you are very competitive folks).

Reef Points/Trivia Contest between classes

Difficult without some help, but two or three make a good steering committee until chapter is established.

In addition to requesting help from National, skim the chapter columns in Shipmate for ideas and contact closest chapters for guidance/joint meetings.

Once established, try to have at least one annual event with parents; perhaps recognition of new area Plebes.

Questions:

Why should I join (or renew) my membership in the local USNA AA Chapter? Your local chapter of the U.S. Naval Academy Alumni Association is:

- Your voice (if you wish to use it) for activities and ideas that may very well affect you personally.
- Great way to meet other alumni or classmates with whom you have lost touch.
- An excellent way to network your business or help find a job.
- The Place to renew old friendships, make new friends and keep abreast of current happenings in the Navy/Marine Corps community.

What do my dues go for? Dues go for:

- Newsletters.
- Blue & Gold assistance.
- Networking events.
- "Adopt-a-Ship" programs.
- paying for swords for top graduating midshipmen at the local NROTC units.
- other activities and events that get the positive side of Navy out in the community.

Startup Letter – Sample

(Date)

Dear Fellow USNA alumnus:

My name is _____, and I am a member of the Class of _____. I am writing to you about establishing a Chapter of the Naval Academy Alumni Association in _____.

Currently the two closest chapters in _____ & _____ are located over an hour away. Since I moved here ____ months ago, I have encountered several alumni, and decided to contact the Alumni Association about starting a _____ Chapter. They kindly offered to send this mailing free-of-charge.

Activities could possibly include social gatherings, support of visiting Naval Academy teams and other productive endeavors. For example, we could work with the local Blue and Gold officers, join forces with USMA, USAFA, and USCGA local chapters for occasional events as well as the local Parents Club.

Attached is a survey to determine an initial level of interest in supporting a local chapter. If you know of anyone in the area who might be interested in joining, please include their name and address on the survey. This letter and attached survey is being sent to all registered USNA alumni in the greater _____ area. Please return it to me at the address noted by _____, and/or give me a call at home () _____.

If there is enough interest in a chapter, I propose that our initial chapter gathering coincide with this year's Army-Navy football game on _____. In fact the local West Point Society of Rochester has already invited us to a party at the _____ Restaurant.

I look forward to hearing from you!

Sincerely,

Sample Chapter Survey

Please check one or more of the following:

- ____ Yes, I am interested in participating in a local chapter of the USNA Alumni Association.
____ Yes, I am also interested in helping out in some sort of leadership role for Chapter activities such as _____.
____ Yes, I plan to attend the Army-Navy game party.
____ No, I am not interested in any of the above, but thanks for asking.

Please provide the following information which is the best to contact you for Chapter activities:

Address: _____

Phone: _____

Email: _____

I know of the following USNA alum (or other enthusiasts) in the area who may be interested:

Would you like to see the chapter primarily as a social organization, or should it extend beyond this role?

I have the following suggestions for activities and projects:

Return by _____ to:
(Name and Address)

Bylaws – Sample

U.S. Naval Academy Alumni Association

_____ Chapter Mission and Bylaws

Mission

To serve and support the United States, the Naval Service, the Naval Academy and the members:

By communicating the message of the Naval Academy to the area alumni.

By seeking out, informing, encouraging and assisting outstanding, qualified young men and women to pursue careers as officers in the Navy and Marine Corps through the Naval Academy.

[OR To interest and guide young men and women who desire a naval career and who give promised of being a credit to the Naval Service]

Initiating and sponsoring activities which will: a) Perpetuate the history, traditions, and memories of the Naval Academy, b) Strengthen the Naval Academy, and c) Bind alumni together in support of the highest ideals of command, citizenship, and government.

Encourage and facilitate: a) Friendships and associations, b) Mentoring and advising relationships, and c) Aid to the members.

Bylaws

Article I - Name and Location

1. The name of the organization, as recognized by the United States Naval Academy Alumni Association hereafter called the Alumni Association, shall be the _____ Chapter of the United States Naval Academy Alumni Association, hereafter called the Chapter.

2. The location of this organization shall be in (City), (State).

Article II - Membership

1. Regular Member - Any person who has been sworn in as a Midshipman at the Naval Academy and whose service has not been terminated under other than honorable conditions is eligible for membership in this Chapter. He or she becomes a Regular Member of the Chapter, entitled to one vote and to hold office, upon payment of the annual dues as set by the Board of Directors.

2. Associate Member - Persons who have demonstrated active support of the Naval Service, the Naval Academy, or the Alumni Association may be invited to join the Chapter as Associate Members with non-voting privileges. The number of Associate Members shall not exceed ten percent of the Regular Members. Annual dues will be assessed except for widows or widowers of deceased alumni.

3. Any member may be suspended or expelled from membership in the Chapter for due cause by a vote of the Board of Directors, or may resign upon submission of his/her resignation in writing to the Secretary.

Article III - Officers

1. The Officers of the Chapter shall consist of a President, Vice-President (President Elect), Secretary, and Treasurer. They shall be nominated and elected as herein provided. The President shall be elected only when there is no Vice-President to succeed or is otherwise unwilling.

2. The term of office shall normally begin on June 1 and end on May 31 the following year.

Article IV - Board of Directors

1. The Board of Directors, hereafter called the Board, shall consist of the Chapter Officers and three other Regular Members.

2. Three of the Board shall constitute a quorum.

Article V - Duties

1. The President shall preside at all meetings of the Chapter and of the Board and shall exercise the power and the duties usual to that office.

2. The Vice-President shall perform the duties of the President during his absence.

3. The Secretary shall keep a record of the names and addresses of all the members and also record minutes of the meetings of the Chapter and the Board.

4. The Treasurer shall receive and disburse all funds of the Chapter and keep them safe. He or she shall prepare and present for audit a statement of all receipts, expenditures and fund balances as of May 31 or when requested by the Board.

5. Each Officer may have other duties as assigned and authorized by the Board.

6. The Board shall have general charge and control of the activities and properties of the Chapter not otherwise provided for.

7. Other Regular and Associate Members may be appointed as chairpersons and members of committees and directors of programs and projects as determined by the President with the approval of the Board.

Article VI - Nominations/Elections

1. Candidates for the Offices and Board shall be nominated and elected by all Regular Members of the Chapter. The nominations should normally be made in April followed by an election in May, to take office in June.

2. Voting may be by any reasonable means. When more than one person is nominated for any one office, the person receiving the greatest number of votes shall be elected. In case two or more persons receive the same number of votes, the tie shall be decided by lot.

Article VII - Amendments

1. Any Regular Member may propose an amendment to the Mission, or to these Bylaws, at any regular meeting. If approved by a majority vote of the Regular Members present and voting, the proposed amendment shall be submitted by the Secretary in writing to all members at least ten days prior to the next regular meeting. If the amendment is then approved by a two-thirds vote of the members present and voting at that meeting, it shall become effective provided the amendment is in accord with the Mission and Bylaws of the national U. S. Naval Academy Alumni Association.

Recognition Letter – Sample

(Date)

President & CEO
USNA Alumni Association
247 King George Street
Annapolis, MD 21402-5068

Dear _____:

As recently elected president of the USNA AA Kodiak, Alaska Chapter, I request formal recognition. Our first official meeting was held on January 23, 1999. We currently have twenty-seven dues paying members, 25 of which are members of the national association. A chapter roster is enclosed for your information. Our elected officers are as follows:

Tom Alpha '64, President
Dick Bravo '75, Secretary
Harry Zulu '89, Treasurer

Members of the Board:

Bylaws have been reviewed and accepted by our chapter. A copy is enclosed for your information.

Sincerely,

Chapter Activities/Community Project Ideas

Chapter Activities:

- Army-Navy Blood Drive Competition
- Army-Navy Football Game Parties
- Founder's Day Event (USNA birthday)
- Information Day Event for Potential USNA Candidates
- Inter-Service Academy Golf Tournaments
- USNA Candidate Send Off Event
- Tour Military Facilities
- Judge Science Fair or other Local School Event
- Staff Phone Banks for Public TV (some chapters do this in competition w/Army few days before the Army/Navy game)
- Support: Local NROTC or JNROTC unit
 Sea Cadets/Scouts
 Local hospital
- Mercy Ships
- Hospice Center
- Special Olympics
- Habitat for Humanity
- Toys for Tots
- Tutor at local school

Other Chapter Trustee

1. The Program:

Chapters, other than the nine largest, are eligible to compete for three positions on the Board of Trustees (Board). This procedure describes the program and the competitive process used to select the three Chapters.

2. Term of Office: Three-year term.

The selection process will commence in June following the first Board meeting at which the nine largest chapters are identified. The process will allow sixty days for application proposals to be submitted. The prospective trustees from the three selected chapters will be invited to the second Board meeting in the same year to become familiar with Board and Standing Committee procedures, policies, and issues. The three trustees representing the selected other chapters will commence their terms when the new Board convenes at the first Board meeting the following year. The three-year terms of those three trustees will thus commence one year after the nine largest chapters are identified. In the last six months of the three-year term, the other chapter trustee representatives have the responsibility of familiarizing their reliefs with the issues that are of particular concern to the chapters other than the nine largest.

3. Ineligibility Period:

In order to provide the opportunity for Chapters to compete effectively, the three Chapters selected for the other Chapter Trustee positions will be ineligible to compete for the next two selection cycles.

4. Selection Criteria:

a. The Chapter must apply.

b. Selection will be the collective judgment of the other Chapter Trustee Selection Standing Committee (Selection Committee) using the following guidelines to aid in evaluating Chapter proposals:

1) Cover Letter - highlights from the Chapter President, including list of Directors and Officers (10 points maximum).

2) Summary of Chapter activities for the past year - two points for a Chapter event and one point for a USNA-related event; e.g.

Parents' Club, Blue & Gold activities, other Service Academy events, Navy League events, etc. (no maximum).

3) Summary of Chapter activities planned for upcoming year - one point per event scheduled (ten point maximum).

4) *Membership Effectiveness - percentage of chapter members who are also members of the Association. One point for each ten-percentage points of national membership (ten point maximum);

5) *Chapter Recruiting Effectiveness – one point for each five percent of alumni in the chapter's ZIP code area (as determined by the Association) who are also chapter members (twenty points maximum).

6) *Membership Increase - one point for each five percentage point increase in membership from the prior year using the same measurement procedure as paragraph 5 (twenty point maximum); conversely, one point will be deducted for each five percentage point decrease in membership from the prior year using the same measurement procedure as paragraph 5 (twenty point maximum).

7) Chapter Board Meetings held in past year - one point each (no maximum).

8) Chapter Newsletters published in the last year - one point each (no maximum).

9) Shipmate Chapter News published in the past year - one point each (no maximum).

10) Local Media Coverage for past year – one point each (ten points maximum).

11) Financial Statement – previous year and current year budget (five point maximum); and

12) Chapter By-laws – includes support of the Association (five point maximum).

* Membership numbers will be those provided annually pursuant to Section 3.1 of the Bylaws.

c. The Selection Committee may add three points each for such items as:

- 1) Parents' Club interfacing.
- 2) Blue & Gold Officer interfacing (add three points for each B&G Officer who is a regular member of both the Chapter and the Association).
- 3) Telephone tree.
- 4) Member directory.
- 5) Outstanding Programs - in the judgment of the Selection Committee.
- 6) Outstanding effort to host a regional program – such as Reunion West, SACC, etc.
- 7) Networking program - for business/employment.

d. Chapters that have not had a Board position for six years will be given extra consideration.

e. The final decision on the assignment of evaluation points, or to use them, is the sole prerogative of the Selection Committee. The points in paragraphs b. and c. are to be used as guidelines only.

5. The Selection Committee:

The Selection Committee is composed of five members:

a. The three current other Chapter Trustees-

They will select a committee Chair from among themselves.

b. The Chair of the previous Selection Committee.

c. A Regional Trustee recommended by the Chair of the Selection Committee.

6. Reporting:

a. Formal feedback will be made to all competing chapters by the Association President/CEO prior to publication of the results of the competition.

b. The Selection Committee Chair will report the selection results to the Board at least fifteen days prior to the second regular meeting of the Board of Trustees of even-numbered years.

c. The three chapters selected will be announced in Shipmate.

Founder's Day

Purpose:

To recognize and celebrate the founding of the United States Naval Academy.

Goals:

The goals of "Founder's Day" are many, but primarily to:

Provide an annual function that emphasizes, honors, and credits the proud and distinguished history of the United States Naval Academy and the Brigade of Midshipmen.

Provide an event and atmosphere that encourages and promotes midshipmen and alumni to express their pride, loyalty, and love for the U.S. Naval Academy and the Brigade of Midshipmen.

Provide an event that both seeds and cultivates in alumni the inherent and compelling desire to give back to their institution, through the avenue(s) of their choice be it time, talent, influence, or capital.

Provide an event that may be used as an informational and motivational tool to encourage prospective candidates to seek an appointment to the United States Naval Academy.

Keys to Success:

Maximum cooperation between USNA, USNA AA, and USNA AA Chapter

Significant guest speaker with a meaningful message

Midshipmen participation when possible (Glee Club, midshipmen attendance)

Joint events when feasible (alumni, parents, BGO, prospective candidates, USN active duty, Navy League, educators, local politicians, media, etc.)

Recommendations for the Observance of "Founder's Day":

Although the actual founding of USNA was October 10th, it is recommended that the observance of "Founder's Day" be celebrated at the chapters' discretion, allowing for more scheduling flexibility. Coupling the celebration with another USNA event, i.e., team travel, Glee Club, etc. would help insure maximum alumni involvement and event success. "Founder's Day" functions could consist of a simple reception, informal dinner, or formal banquet.

The following program components are encouraged no matter what venue is chosen:

Toasts

Guest speaker

Singing of Navy Blue and Gold

Provided courtesy of Neil Sapp '62, Founder of the Miami Chapter Anchors Aweigh Day

Research Notes: History of the US Naval Officer and the establishment of the United States Naval Academy

October, 1775: The Continental Congress met in Philadelphia, passing the first national naval legislation, ultimately purchasing and outfitting the first four vessels of the Continental Navy.

Congress established a Naval Committee, drafting rules and regulations to govern the Navy's conduct and internal administration.

The Navy department was established in 1794 and was marked by reports expressing concern about officer preparation.

In 1802 the education of midshipmen was resolved by instructing them aboard ships at sea with chaplains as schoolmasters.

The need to provide instructions in mathematics and navigation led to the authorization in 1813 of civilian schoolmasters, and teachers of these areas, eventually appointed as professors of mathematics.

By the early 1830's "cram schools" were operating in three states and beginning in 1838 midshipmen approaching examinations for promotion were assigned to a naval school in Philadelphia for 8 months of study.

The "Philadelphia Naval Asylum" was an informal and poorly equipped program in 1842. This quickly changed when Professor Chavenet arrived. A tougher course of study was enacted and new instruments were obtained for students to work with.

William Chauvenet was placed in charge of the school in 1842 and immediately took steps to improve the program.

His proposal for expanding the school to a two-year program provided George Bancroft, then Secretary of the Navy, with a workable plan for a permanent academy and the ultimate establishment of the new "Naval School" at Annapolis, MD.

Bancroft opted to move the Naval School to the "healthy and secluded" location of Annapolis in an effort to rescue midshipmen from "the temptations and distractions that necessarily connected with a large and populous city."

On the morning of October 10, 1845, Commander Franklin Buchanan (appointed by Bancroft as the first Superintendent of the Naval School), a faculty staff of seven and about fifty midshipmen gathered in the recitation building (converted army barracks) for the formal opening of the Naval School at Annapolis.

Buchanan read a letter from Secretary Bancroft and the rules and regulations he had written "for the internal government of the Naval School." He informed the midshipmen:

"The Government in affording you the opportunity of acquiring an education, so important to the accomplishment of a naval officer, has bestowed upon you all an incalculable benefit. The regulations of the Navy require you to pass through a severe ordeal before you can be promoted; you must undergo an examination on all the branches taught at the Naval School before you are eligible for a Lieutenancy; your morals and general character are strictly inquired

into. It is therefore expected that you will improve every leisure moment in the acquirement of knowledge of your profession; and you will recollect that a good moral character is essential to your promotion and high standing in the Navy."

In 1850 the Naval School became the United States Naval Academy.

Founder's Day Letter from George Bancroft to Commander Franklin Buchanan:

Navy Department
August 15, 1845

Sir,

The Secretary of War has issued an order for the transfer of Fort Severn and the whole military site near Annapolis to such officer of this Department as may be authorized to take charge of the same. You are authorized to make the necessary arrangements and to receive possession of the station.

Respectfully yours,

George Bancroft

Commander F. Buchanan
U.S. Navy
Washington

Event Planning Checklist:

- Event chairman and committee members
- Event name/theme
- Date/Time/Location
- What? - Schedule/program/agenda/speaker/VIP guest/entertainment/music/invocation (who and when)/ pledge of allegiance (who and when)
- Dress/uniform
- Guests/kids
- Drinks/food/refreshments/menu
- Cost/how to pay, to whom, and when
- RSVP, how, by when, instructions
- Invitations (written, telephone, hotline, e-mail)
- Telephone Committee follow-up
- Timeline for each action
- Venue contract: Terms, how to pay, when, by whom
- Miscellaneous
 - 1. Decorations, flowers, background music
 - 2. Event workers: Sign-In greeters, money handlers, ushers and escorts, M. of C., cleanup
 - 3. Flags/Banners
 - 4. Gift for guest and/or speaker
 - 5. MC-USNA AA Sign, NAVY Sign, Seal, etc.
 - 6. Minutes
 - 7. Nametags
 - 8. Photographer: Still and/or video

9. Room setup: Tables, chairs, dance floor, head table, podium, microphone, presentation equipment, TV, movie screen
10. Special tips for waiters, bartenders, cooks, maitre d', etc.
11. Telephone hotline message + e-mail reminder
12. Thanks and acknowledgements, as appropriate, after the event

Event suggestions:

- Speech of Academy's importance to speaker's life
- Toast the Academy/Brigade of Midshipmen
- Recognize oldest and youngest
- Sing Navy Blue & Gold

Contacting Alumni:

- If you need any assistance, contact Kristin Yale at Kristin.Yale@usna.com.
- Contact local Blue & Gold Area Coordinator
<https://www.usna.com/NetCommunity/SSLPage.aspx?&pid=433&srcid=425> and Parents' Club President <http://www.usna.com/NetCommunity/Page.aspx?&pid=1024&srcid=433>.
- Contact/invite your local U.S. Representative, and perhaps your Senator. If they are not able to attend, they may consider providing a flag and/or citation for guest speaker.
- Consider doing the same for your state and local representatives.

(Provided courtesy of the USNA AA Miami Chapter)

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