USNA Alumni Association Board of Trustees President's Report 12 December 2013

Thank You!

Volunteer Leadership

As always, thank you for your willingness to serve your Alumni Association, our Alumni and the U. S. Naval Academy

Today's Topics

- **USNA AA Plan 2020 Update**

- **Foundation Update**

- **Engagement Update**

- **On the Horizon**

- **How You Can Help**

USNA Alumni Association
Plan 2020 Update

FOR ALL THE RIGHT REASONS

Plan 2020 Objectives Overview

🔴 Improvement Needed   🟡 Making Progress   🟢 Meeting Expectations

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.

FOR ALL THE RIGHT REASONS

Plan 2020 Objectives Overview

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

	CY07	CY10	CY13
Ave Age	65	66	56
M/F ratio	27/1	28/0	25/3

Accomplishments:
- **Trustee demographics improving; Classes represented now include 2 Trustees from Millennial Generation**
- **Regional/Chapter Trustee turnover has introduced younger alumni volunteering their service**

Challenges: Female Membership improving (Chapter, Regional, and Appointed positions represented)

May '13 Eval:
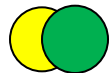
Organizational Development & Alumni Services

Organization Development:

- Accomplishments
  - Guiding Principles (*)
  - Budgeting process in support of Strategic Objectives
  - SLT+ Off sites

- Challenges
  - Quantitative Metrics

Alumni Services:

- Accomplishments
  - Increase in Alumni engagements
  - Improved reunion support
  - Improvement to HFH
  - Improved Major events
    - ALITC, COCP, PCOC
- Challenges
  - Quantitative Metrics
  - Travel, Golf, Alumni Research needs
  - Comms with Parents/Chapters

* Guiding Principles:
- Engage entire Enterprise in supporting Campaign Outcomes
- Inspire a collegial work environment in "our" Enterprise
- Drive the Enterprise with constituent interests
- Expand the entrepreneurial energy of the Enterprise
- Make metrics an integral part of the Enterprise operating culture

*On the Horizon: Survey is budgeted and planned for Y15

May '13 Eval:

May '13 Eval:

Membership Numbers & Profile ⚪

	11/30/12	11/30/13
Total Members	**58,268**	**59,520**
Alumni LIFE	**47,318**	**48,282**
Total LIFE	**56,047**	**57,244**
Widow Life	4,059	4,185
Friend Life	287	291
Parent Life	1,107	1,184
Parent Annual	1,319	1,457
Corporate Mbr	33	30
Joint	2,594	2,678

Challenges

- **Last 12 months –1687 new members vs 1700 goal**
- **Corporate Memberships down 3**

May '13 Eval: 🟢

Physical Plant, Facilities

Accomplishments:

- **Annual maintenance and special projects to keep up with yearly needs and long term preservation, while keeping staff safe and in good quarters**

- **Ogle Hall Floors – expert restoration with historic wood**

- **Outside brickwork repairs – safety and appearance**

Challenges:

- **49 House HVAC project – coming soon**

- **Long Term Master Plan for co-location (under development)**

May '13 Eval:

Equipment & Technology ⬤

(communicating with constituents the way they want to receive it)

- ## Accomplishments:

  - ### Secure Data.   More robust Host

  - ### Improved Multi-media apps

    - **Mobile App iOS** and Android versions –Launched Nov '11
    - **32K downloads, 54 countries**

  - ### *Shipmate* App—Launched Aug '12

    - **1,519 downloads, 43 countries**
    - *Shipmate* online archive, launched January '13: 2,700 visitors

  - ### *WaveTops* 29% average open rate for FY14

	FY12	FY13	FY14 (to date ½ year)
WaveTops distro	45K	47K	50K
Facebook fans/followers	6,221	7,720	8,694
Facebook engagement	10,039	11,650	12K+
YouTube	13K	51K	41K
LinkedIn	533	748	883

*On the Horizon: Survey is budgeted and planned for CY15

May '13 Eval: ⬤

Equipment & Technology ●

(communicating with constituents the way they want to receive it)

- ## Challenges:

  - www.usna.com - **Launched May '12**

	FY12	FY13
Website (unique visitors)	258K	188K
Website (page views)	1.5M	1.2M

  - **Registration (Reunion/other) System Upgrades**

  - **Classmail Updates**

*On the Horizon: Survey is budgeted and planned for CY15

May '13 Eval: ●

Engagement 🟢
(Strategic Communications & Outreach)

Accomplishments:

- **Chapter and Parent Visits**
  - Chapter / Parent Club Leadership Engagement
  - Chapter Functions (Supe/Dant /AA guest speaker)
  - AA presence at Admissions forums prior to major USNA events

- **Special Events**
  - Distinguished Graduate Award Ceremony
  - Honor Our Fallen Heroes Weekend
  - UK Scholars Reception (Ogle Hall)
  - Corporate Engagement
  - ALITC
  - MAG, Battalion Receptions, Support to Brigade
  - Tailgates (H/A)

- **Communications**
  - 75th *Shipmate* Anniversary Celebration: special issue, archived issues online
  - Preliminary work on Naval Academy Campaign materials

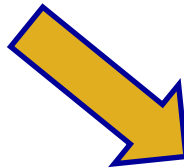***On the Horizon: Survey is budgeted and planned for CY15**

May '13 Eval: 🟡

Relevance & Support of USNA 🟢

USNA Strategic Plan 2020

AA&F Plan 2020

AA&F Strategic Planning Process

- **Op Plan Development / Alignment**
- **Resource requirements**
- **Budget development**
- **SLT Plus-Facilitated Off-sites**
- **Budget submission – JFAC → Board**
- **USNA SLT participation**
- **AA&F Guiding Principles**
- **Campaign Support**

May '13 Eval: 🟢

FY13 Financial Security 🟢

	FY 2012	FY 2013	Change
Total Assets	$198 M	$219 M	+ 10.6 %
Investments	$163 M	$180 M	+ 10.6 %
Liabilities	$28 M	$27.6 M	- 1.8 %
Net Assets	$170 M	$192 M	+ 12.7 %
Contributions	$19.2 M	$30.6 M	+ 59 %
Annual Fund	$6.7 M	$7.3 M	+ 9 %
Support to USNA	$11.7 M	$15.6 M	+ 33 %

May '13 Eval: 🟢

FY 13 Fiscal Targets

| Metric	Target	6/30/2013*
Composite Financial Index	> 9	27
Unrestricted Net Assets	> 18 Months of Operating Expense	11.4 Months
Operating Reserves	= 25% of Operating Expense	13%

*Preliminary

Foundation Update

Bill O'Connor

Looking Forward

USNA Strategic Plan 2020

Vision: To be the premier educational institution for developing future naval officers from across the nation to serve and lead in an increasingly interdependent and volatile world

Leaders to Serve the Nation
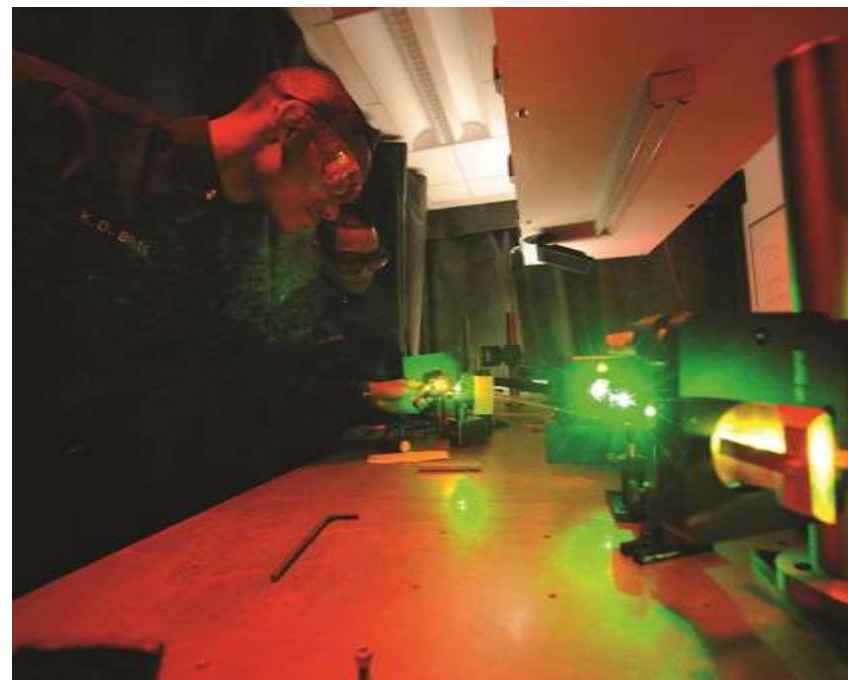U. S. NAVAL ACADEMY
Strategic Plan 2020

http://www.usna.edu/StrategicPlan/
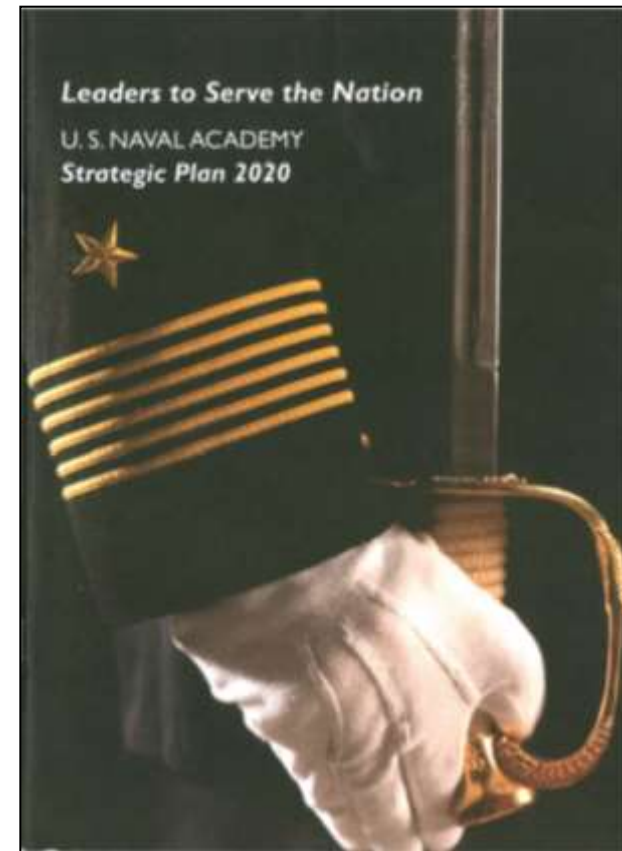
To Fight and Win

Preparing midshipmen for the challenges of 21st century warfare

- **A dedicated, secure Cyber Security Studies Building**

- **Programmatic enhancement and endowment support for the Center for Cyber Security Studies**

- **Project-based learning opportunities**

To Lead with Integrity in a Dynamic World
Preparing midshipmen for a rapidly changing global environment

- **Stockdale Center for Ethical Leadership**

- **Experiential Leadership Development**

- **Programmatic and endowment support for International Programs**

To Serve the Nation
Preparing midshipmen for service to country

- **Recruiting and retaining top faculty**

- **Establishing and funding distinguished professorships**

- **Fund for Athletic Excellence**

- **Improvements and enhancements to athletic facilities**

- **Midshipmen Activities Center**

To Build an Enduring Legacy

Strengthening the Naval Academy community

- **Recruiting the next generation with admissions excellence, STEM programs, and the Naval Academy Prep School**

- **The Naval Academy Annual Fund**

- **Dedicated Alumni Association and Foundation building and Enterprise Sustainability Fund**

Bringing That Vision to Life

Requires Investment in Four Key Areas:
- **To Fight and Win**
- **To Lead w/Integrity in a Dynamic World**
- **To Serve the Nation**
- **To Build on an Enduring Legacy**

Major Projects and Programs Include:
- **Cyber**
- **Project-Based Learning and Internships**
- **International Programs**
- **Stockdale Center for Ethical Leadership**
- **Midshipmen Activities Center**
- **Center for Academic Excellence**
- **Admissions Excellence/STEM/NAPS**
- **Annual Fund**
- **Alumni Association and Foundation Investment**
- **Phase IV of NMCM Stadium**

Engagement Update

Skid Heyworth '70

Strategic Communications

Engaging On the Road: Fall '13

Seattle

San Jose
San Francisco

Indianapolis
Cincinnati
Dayton OH
Louisville
Bowling Green
Duke
Raleigh: Triangle
Camp Lejeune
Toledo
Orlando
Atlanta
Notre Dame
Chicago

Dallas – Bush Reception
Dallas – Blue Chip Dinner: 18DEC
Dallas – Bell Helicopter Bowl: 30DEC
San Marco, TX (Texas State for 2014)

Future Engagement:
- Admissions Outreach
- STEM
- Glee Club Performances

Football at home...

- **14 September - Delaware**
- **05 October –   Air Force**
  - **President's Circle Weekend**
- **26 October –   Pitt (HC)**
  - **DG Recognition on Field**
- **09 November – Hawaii**
  - **Honor The Fallen Weekend**
- **16 November – South Alabama**
  - **USA BOT, Corporate Recognition**

2012 Reunion Totals

Class	Year	Total
1937	75th	40
1943	70th	42
1947	65th	247
1952	60th	240
1957	55th	450
1962	50th	811
1967	45th	695
1972	40th	757
1977	35th	550
1982	30th	730
1987	25th	833
1992	20th	557
1997	15th	443
2002	10th	277
2007	5th	237
Total	**15**	**6909**

2013 Reunion Totals

Class	Year	Total
1948	65th	120
1953	60th	280
1958	55th	477
1963	50th	885
1968	45th	613
1973	40th	817
1978	35th	644
1983	30th	872
1988	25th	444
1993	20th	1096
1998	15th	415
2003	10th	411
2008	5th	427
Total	**13**	**7501**

Honoring Our Fallen Heroes

- **Working in concert with "Run to Honor" to commemorate KIA/OPS losses**
- **103 Guests at USNA AA Ogle Hall reception, 85 Guests and AA Tailgate, 28 Families represented on the field during HI game**
- **Volunteer group to develop program based on best practices**
  - **Dave Papak '76, Corky Gardner '77, Deb Fermo '95, Jeff Webb '95 – Thank You!**

2014 Schedule

Date	Opponent	Location
Aug. 30	**vs. Ohio State**	**Baltimore, Md.**
Sept. 6	at Temple	Philadelphia, Pa.
Sept. 13	at Texas State	San Marcos, Texas
Sept. 20	**Rutgers**	**Annapolis, Md.**
Sept. 27	**Western Kentucky**	**Annapolis, Md.**
Oct. 4	at Air Force	Colorado Springs, Colo.
Oct. 11	**VMI**	**Annapolis, Md.**
Oct. 25	**San Jose State (HC)**	**Annapolis, Md.**
Nov. 1	**vs. Notre Dame**	**Landover, Md.**
Nov. 15	**Georgia Southern**	**Annapolis, Md.**
Nov. 28	at South Alabama	Mobile, Ala.
Dec. 13	**vs. Army**	**Baltimore, Md.**

2014 Navy Football Schedule (subject to change)

FOR ALL THE RIGHT REASONS

Parents

- **Continue to see positive gains**
  - **350 Parents (2016) to over 570 Parents (2017)**

- **Moved Elizabeth Beedenbender to Engagement to enhance parent-chapter coordination and effectiveness**
  - **Increased membership Brigade and Fleet parents**
  - **Increased attendance at Tailgate events on the road, at home, Chapter Dinners, etc…**

Another **L**ink **I**n **T**he **C**hain

'63 at 2013's graduation

Ring Dance -14/64

Bonds of Gold - 15/65

Herndon Climb - 16/66

Commitment Dinner 15/65

I-Day – 17/67

The AMP Pilot

- Soft start: June 2012
- Now: Well underway!

Actual
(11/13/13)

Total Participants	**663**
Number of Matched Pairs	**215**

Facts We have:
- Contracted and paid for up to 1,000 participants
- Exceeded vendor's estimate of 300-500 participants in first year

Fact: There are about 50,000 living Alumni today. About 10,000 of those are on active-duty.

On the Horizon

Byron Marchant

On the Horizon

- **Dec 14 - Army-Navy**

- **Dec 30 - Bell Helicopter Armed Forces Bowl – Dallas TX**

- **Apr 11 - Foundation BOD**

- **May 2 - A&SP 70th Anniversary**

- **May 2 - USNA Board of Trustees**
  - **Apr 30 – New BOT Trustees' Orientation**
  - **May 1 – International Chapter Officers Conference**

- **May 23 - Graduation for the Class of 2014 (Blue Angels)**

- **July 1   - I Day (Class of 2018)**

- **Dec 11 - USNA Board of Trustees**

- **Dec 13 - Army-Navy 2014 (Baltimore)**

How Can You Help?

- **Remain engaged**

- **Look for campaign communications to clarify fundraising efforts**

- **Promote Chapter-Parents Club and ALITC collaboration**

- **Work in collaboration with staff to implement Plan 2020**

- **Recruit alumni volunteers to join BOT committees and start "grooming" process**