

Naval Academy Parent Club



Serving USNA families and their midshipmen for more than 20 years

2016 Parent Club Officer Annual Report

Survey Data

2016 - 82 Parent Clubs Sent Annual Survey: 54 Responded (45%)

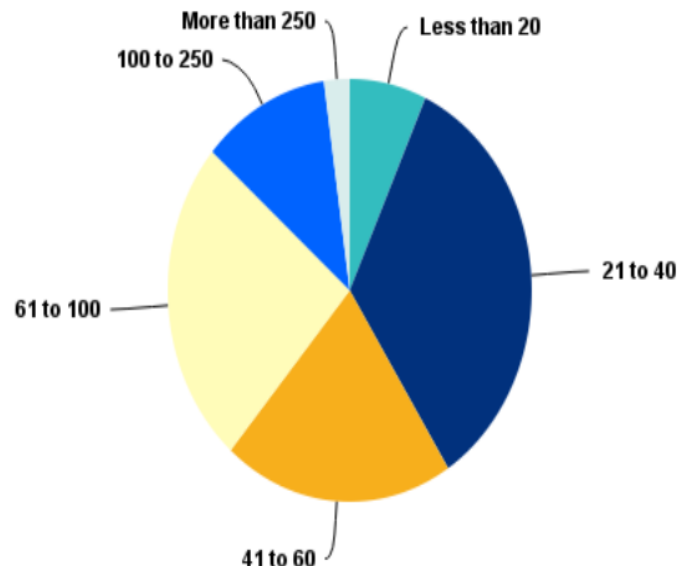
2015 -84 Parent Clubs Sent Annual Survey 29 Responded (35%)

2016 50% of respondents have held current position for one year or less

2015 43% of respondents have held current position for one year or less

88% of current parent clubs received the AA guidelines and recommendations- 12% did not receive?

Parent Club Sizes



Average Parent Club Demographic by Year Group:

Class of 2016:	94.9%	37
Class of 2017:	97.4%	38
Class of 2018:	100.0%	39
Class of 2019:	97.4%	38
Class of 2020:	59.0%	23
Naps/Foundation:	59.0%	23
Fleet parents:	76.9%	30
Friends/Grandparents etc:	41.0%	16

27% of Current parent club presidents have been members of their club for more than 4 years! 33% been members for 3

78% of Parent Clubs communicate with current parents of MIDS regardless of membership in parent club

Best Practices:

Events: Welcome Aboards, Plebe Survival Picnics.

Parent Support: USNA acronym guides, brag buckets, Commissioning 101, support/fellowship events

Collaboration: w/ Chapters & BGO's welcome picnics, football viewing parties, care package parties, Joint Service Academy

Continuing Challenges

Participation: At general meetings/ business meeting, board members volunteers.

Membership: dues, recruitment

Geography: Parent club covering entire state

Business Practices: Establishing by-laws, non-profit status, board succession

Collaboration:

- 2016- 72 % surveyed are working with local Alumni Chapter
- 2016- 86 % of Parent Clubs survey have working relationship with a USNA Blue and Gold officer!
- 2015- 81% surveyed collaborate with Alumni Chapter
- 2015- 98.6 % surveyed have working relationship with a USNA Blue and Gold officer!

Survey Data Continued:

How current Parent Clubs communicate :

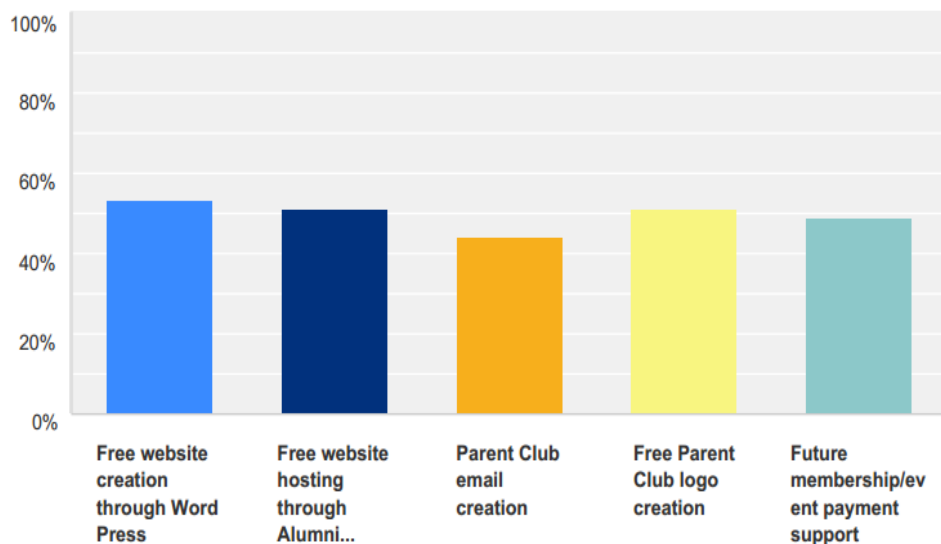
- 97.6 % email updates
- 56% Website
- 42% Facebook group
- 39.5 % Facebook page
- 34.8% Email Newsletter
- 2.3% Paper newsletter

76.7 % of Parent Clubs are interested in a Parent Club Leadership Facebook group: Done!



Ask to join on Facebook or send member request by email to Elizabeth Beedenbender with Facebook profile name

Tool Box Support for Parent Clubs– 49.7% of Parent Clubs are interested and we are here to help!



What Parent Clubs want from USNA & Parent Programs:

- ♦ USNA Events in your area– 88%
- ♦ Leave/Return Dates– 76%
- ♦ USNA Admissions Outreach– 62%
- ♦ USNA Music Performances–62%
- ♦ Parent Program Newsletter Updates– 59.6 %
- ♦ USNA Events in Annapolis– 57%
- ♦ USNA Athletic Events –55%

57.7% of the Parent Clubs communicate regularly with Parent Programs/ Elizabeth B ~ **42.2 % do not?**

we can help with all the dates and information above– add me to your contact list– elizabeth.beedenbender@usna.com

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The Alumni Association provides free website software, server access, email and communication tools to support your club. Please indicate if you are interested any of the free tools listed below.

Free website creation through Word Press software program	53.5%
Free website hosting through Alumni Association servers	51.2%
Free Parent Club email creation ie: usnaparentslova@napc.usna.com	44.2%
Free Parent Club logo creation	51.2%
Future membership/event payment support in conjunction with website creation	48.8%