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# International Chapter Officer Forum May 2019



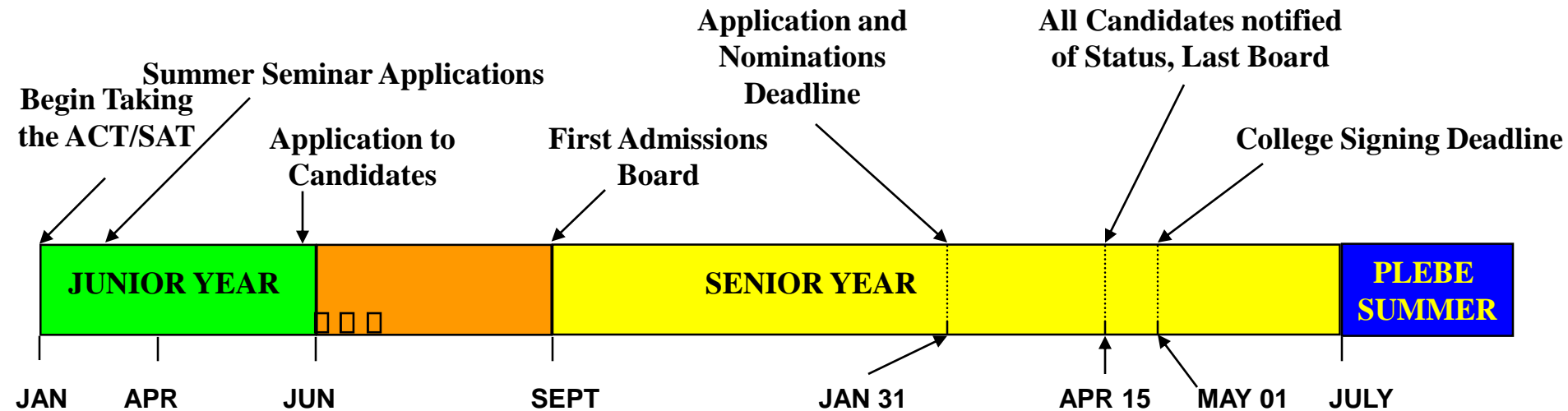
# Topics

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- Admissions cycle/Class update
- Strategic Focus
- Interface with Admissions



# The Candidate Cycle



## ◆ Summer Seminar/STEM Camp Sessions



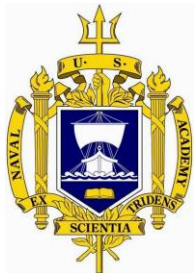


# Class Status (9 May 19)

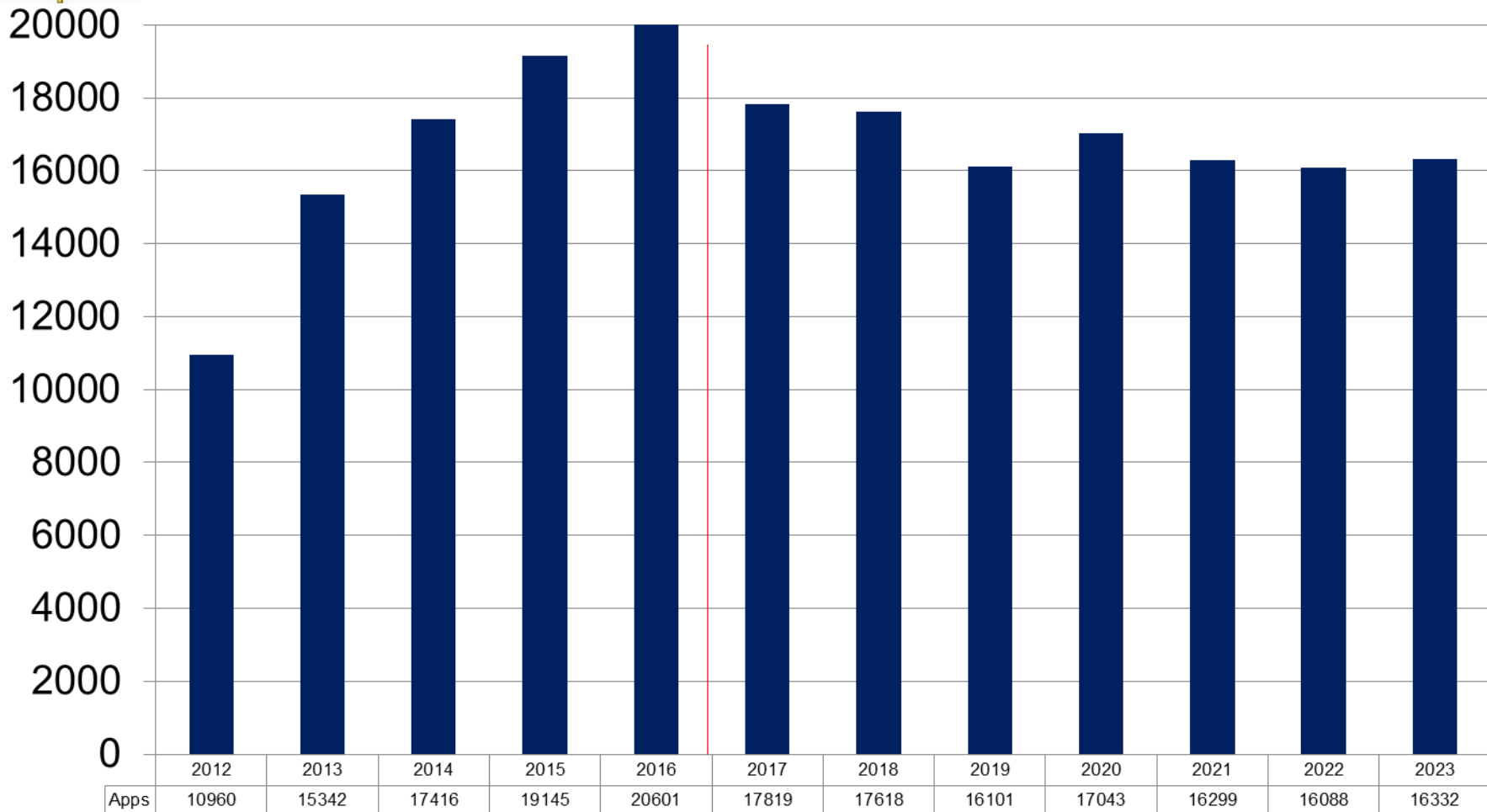
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	2022	2023
Applications	16,086 (4,510)	16,332 (4,541)
Minority applications	6,039 (1951)	6,876 (1,786)
Nominations	6,922 (1748)	6,281 (2,018)
Offers of appointment	1,389 (386)	1,338 (372)
Minority offers	492 (149)	533 (160)
Accepts	1198 (336)	1107 (294)
Minority Accepts	434 (131)	435 (130)

\* (Women)

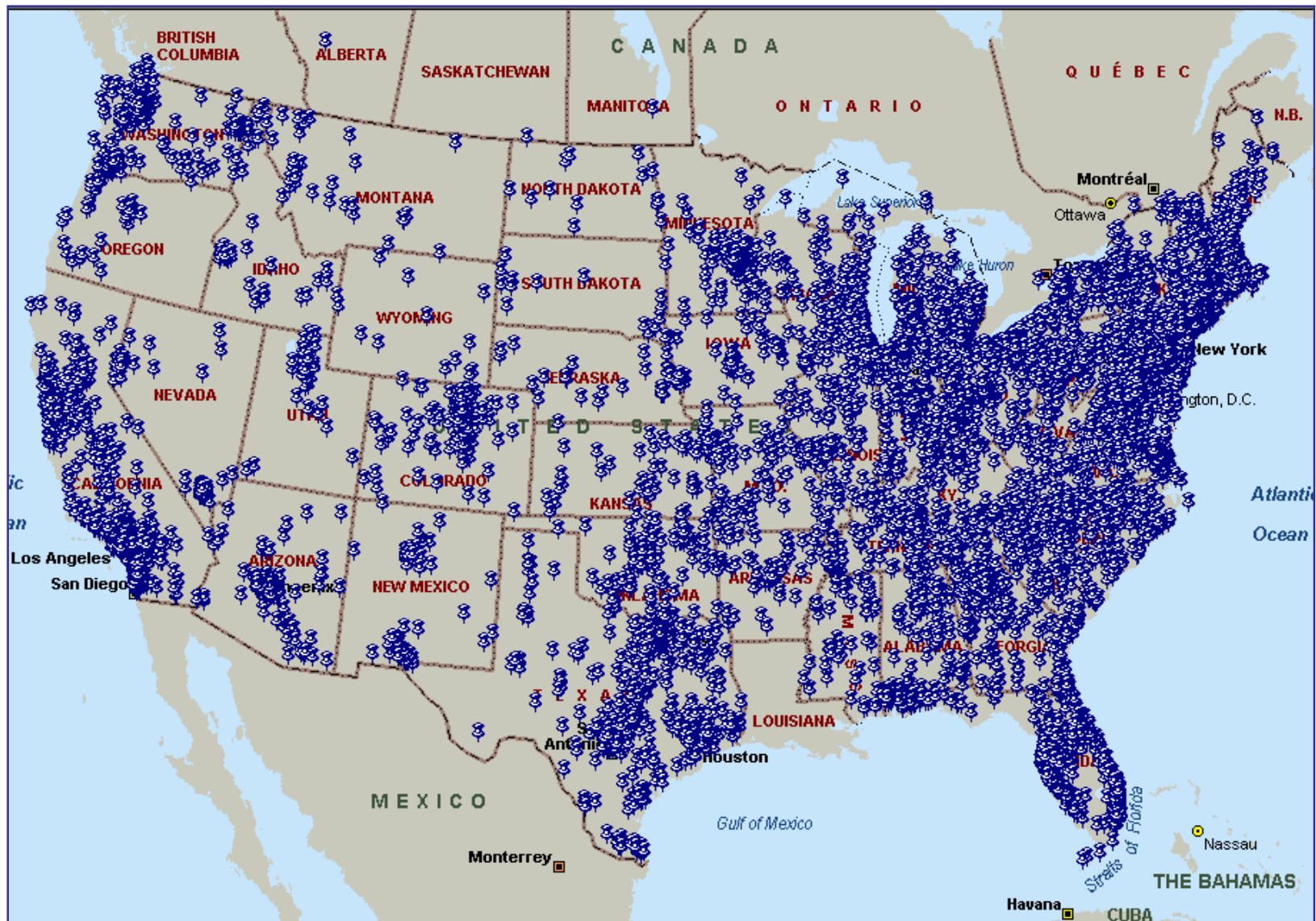


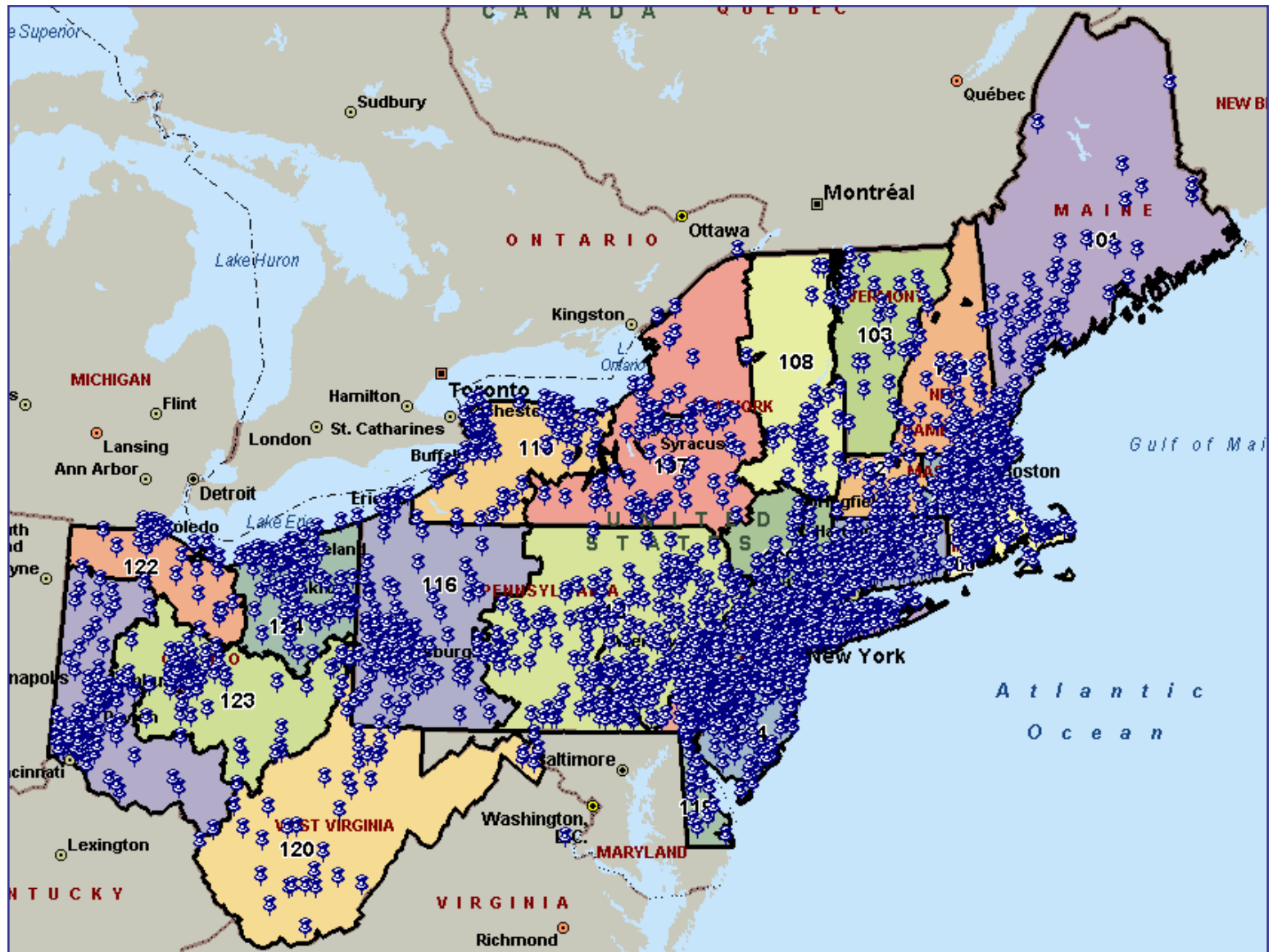
# Application Trends





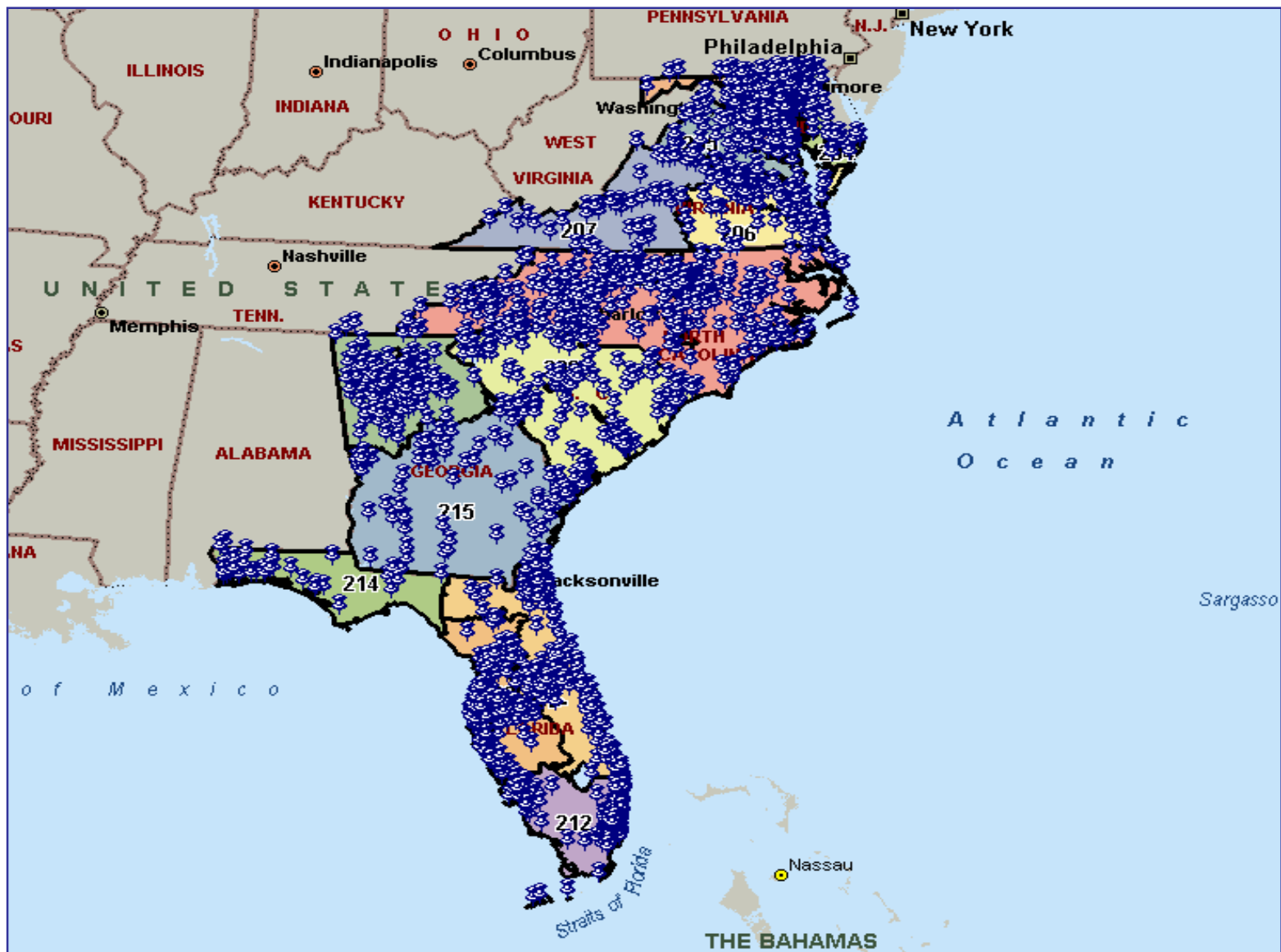
# Class Applicants

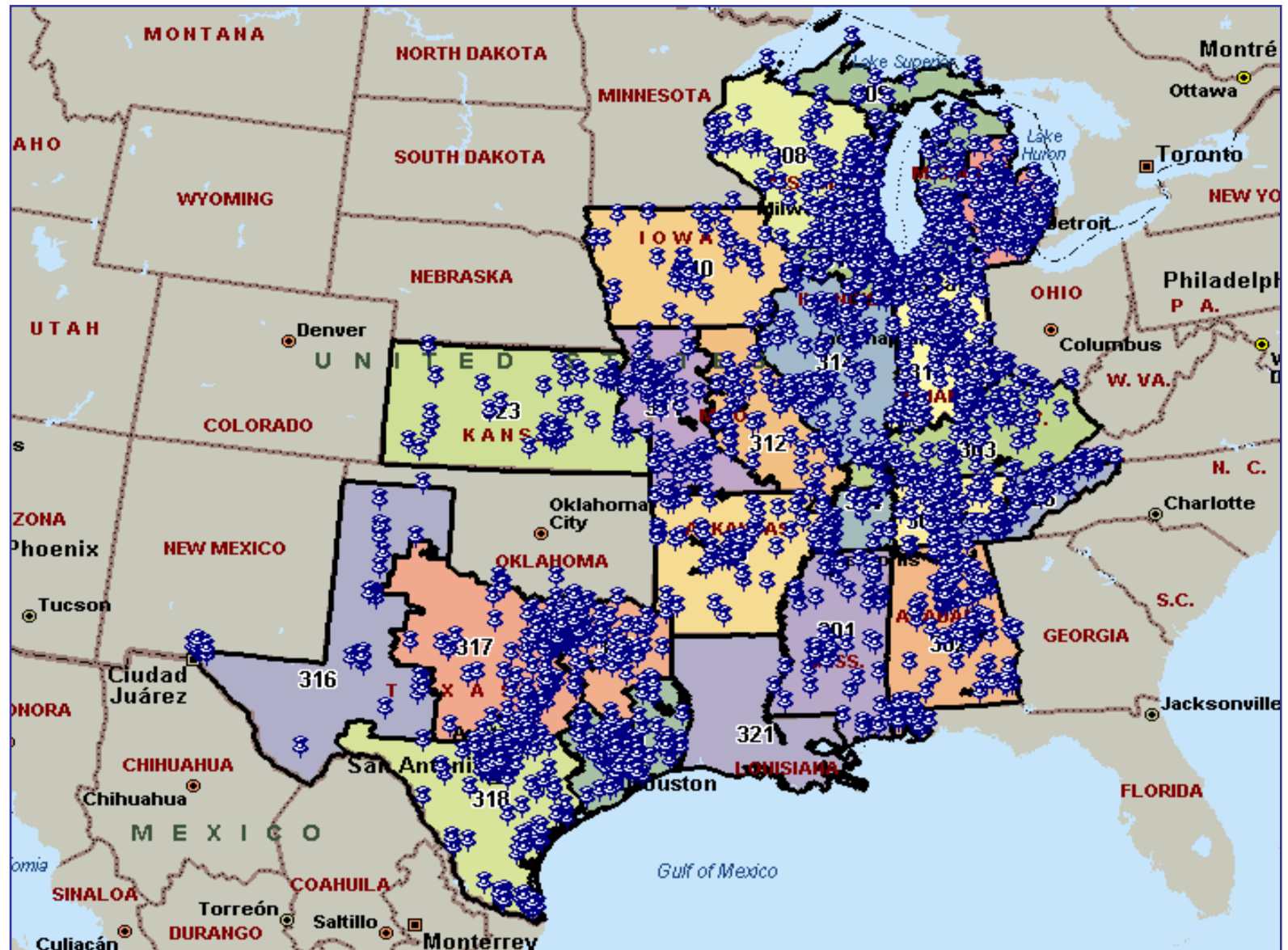






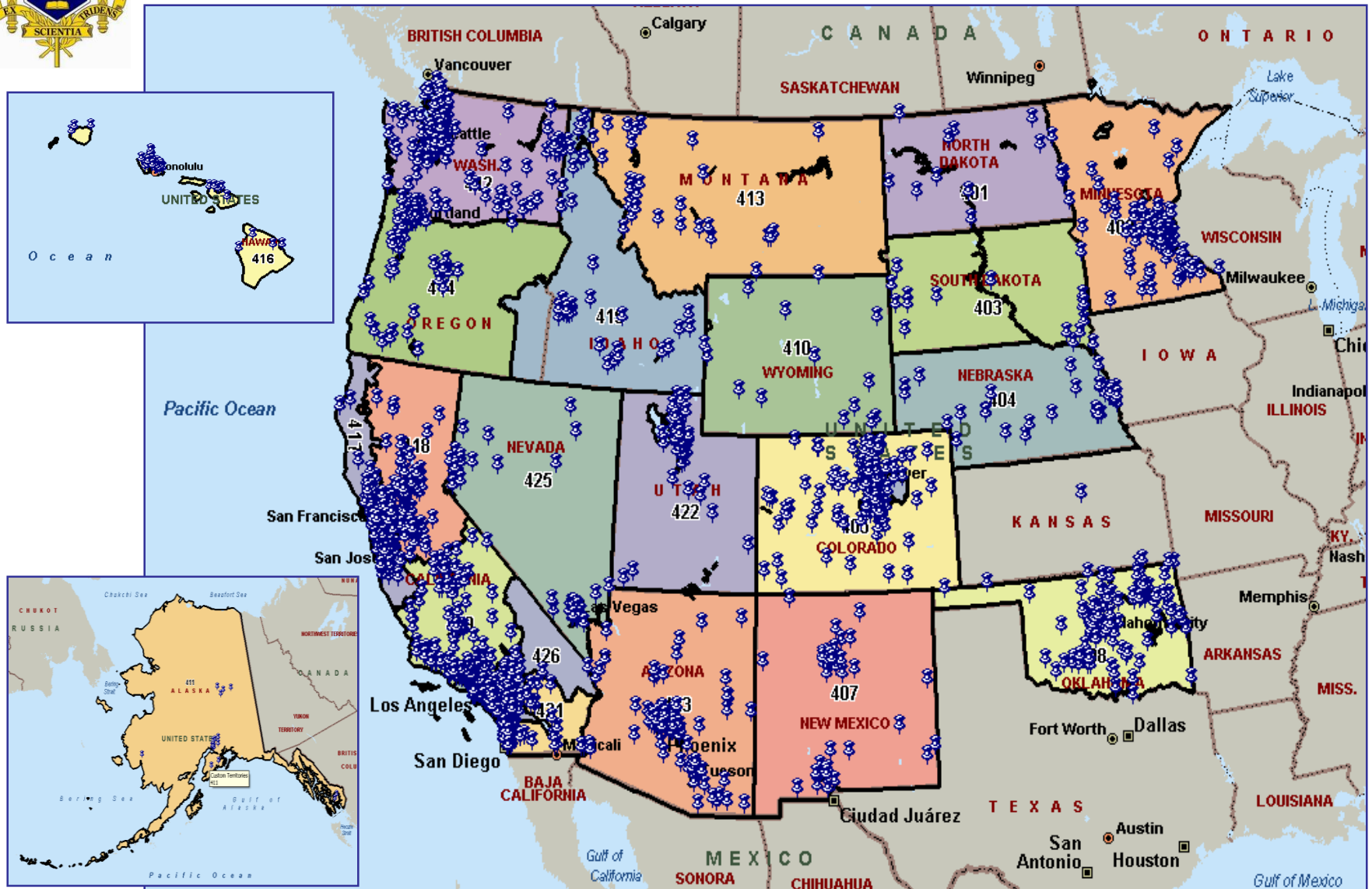
# Class Applicants - Southeast







# Class Applicants - West



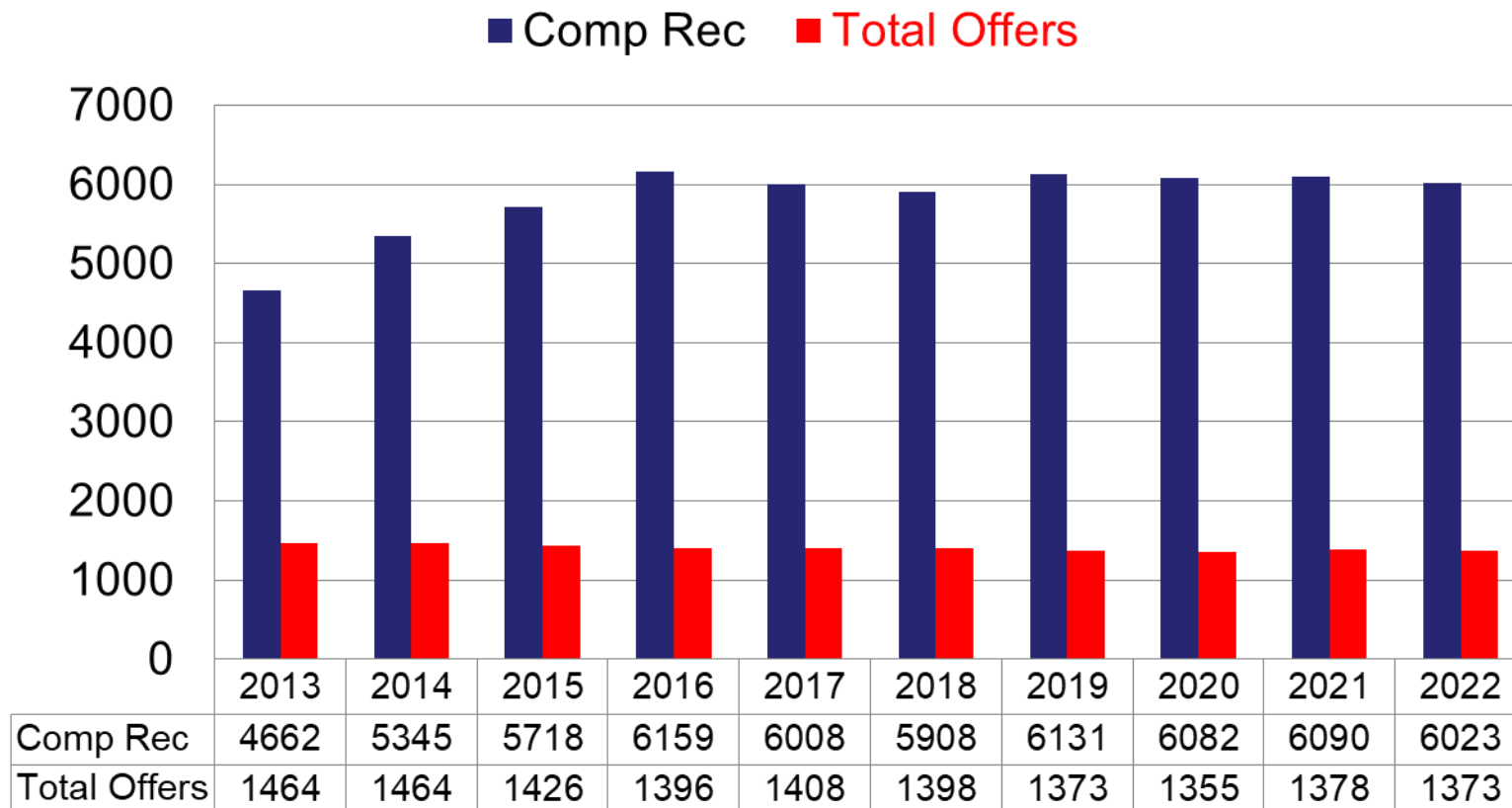


# Class Applicants – International





# Completed Records-Total Offers 2011-2022



Note: High Accept Rates coupled with High Retention in the Brigade of Midshipmen have resulted in smaller classes and fewer offers of appointment



# Class Of 2022 Portrait

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*Class includes 1209 students from all 50 states, Guam, Puerto Rico, and Virgin Islands as well 14 international students from 10 countries*

## *Demographic Composition*

– Male	72%
– Female	28%
– Racial/Ethnic Diversity	37%
– First in Family to attend College	13%
– First General American	11%
– Prior Enlisted	5%

## *Educational Background*

– Attended college	7%
– Preparatory Programs	21%



# Class Of 2022 Portrait

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## *Academics*

- Class Rank in Top 10%/20% 69%/89%

## *Extracurricular participation*

- Varsity Athletics 93%
  - Team Captain 73%
- Community Service 91%
- Student Body Leader 65%
- Dramatics, Public Speaking, Debate 67%
- Musical Activities 27%
- Significant Work Experience 32%
- Military Organizations (i.e. JROTC/Sea Cadets) 17%
- Boy/Girls Scouts 17%



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# What Drives Us?



# Admissions Considerations

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Well-rounded – We are not a common application school!

- Academically gifted
- Athletic ability
- Leadership potential
- Title 10 Mandate
  - Drives geographic diversity
- Strategic Focus of Navy Leadership
  - Underserved groups
    - Minorities, particularly African Americans & Hispanics
    - Females
  - Rural areas
  - STEM Majors
- Prior Enlisted
- Athletic Recruiting



# Strategic Plan

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## **Admissions Excellence**

- The Naval Academy must attract the best qualified young men and women willing to accept the challenges of the naval services. It must attract a cohesive Brigade of Midshipmen that reflects the needs of the naval service and the diversity of the men and women they will lead.



# Strategic Plan

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## **Strategic Imperative – Exemplary People**

- Recruit, admit and graduate a talented and diverse Brigade of Midshipmen



# Some Challenges

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- Lack of Awareness – complex problem
  - Proximity of USNA or military base
  - USNA not visible in many communities
- Geographic distance from home
- Competition with top schools
- Qualified applicant pool
- Perceptions of military
- Parent involvement in school selection



# USNA Initiatives

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- Admissions Road Shows
  - Includes week-long “blitzes” to high schools & other venues leveraging musical groups such as Gospel Choir & USNA Band component
- New or Revamped Outreach Programs
  - STEM (Science, Technology, Engineering & Math) camp for rising 8<sup>th</sup> – 11<sup>th</sup> graders
  - OPINFO – Expanded beyond Thanksgiving
  - Mini & Remote STEM programs in local communities
  - Include & focus overnight visits (Candidate Visit Weekends) to juniors
  - Facilitate tours for JROTC and affinity groups
  - Private support – scholarships to low income students to visit USNA & Midn travel
- Summer Seminar (rising 12<sup>th</sup> graders)
  - Expanded program 1800 to 2550 students
  - Representation from each congressional district



# USNA Initiatives

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- Focus on Internet/Social Media
  - Facebook, Twitter, Instagram
  - Texting
  - Online Webinars – College Week Live
  - Hobsons
- Campus visits
  - Sports camps
- Include Parents/parent focused programs in all outreach activities
- Leverage Navy Weeks & work with Recruiting Command (where it makes sense)



# USNA Initiatives

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- Centers of Influence visits to the Naval Academy
  - Orientation visits for educators and influencers to engage USNA leaders
  - Focus on under-represented Congressional District high minority student population schools
- Midshipmen Groups
  - USNA Choral Groups & USNA Band component the “Electric Brigade” visit schools and communities throughout the United States as ambassadors to under-represented areas and schools
  - The Gospel Choir, Men’s Glee Club, and Women’s Glee Club conduct tours during Spring Break and select 3-day weekends, Admissions Forums, and public performances
  - Drill & Boxing Teams
- Mentorship of Midshipmen
  - Ramped up staff and provided more academic advising and tutoring
  - Increased mentorship through minority affinity groups such as Black & Latin American studies clubs



# Target Cities

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REGION		REGION	
Atlanta, GA	2	New York, NY	1
Baltimore, MD	0	Newark, NJ*	1
Boston, MA	2	Norfolk, VA	0
Chicago, IL	3	Oakland, CA	4
Dallas, TX	3	Pascagoula, MS	2
Denver, CO	4	Philadelphia, PA	1
Detroit, MI*	3	Phoenix, AZ	4
Houston, TX	3	Sacramento, CA	4
Las Vegas, NV	4	San Antonio, TX	3
Los Angeles, CA	4	San Jose, CA	4
Memphis, TN	2	San Francisco, CA	4
Miami, FL	2	St. Louis, MO*	3
Nashville, TN	2	Tuscaloosa/Birmingham, AL	2
New Orleans, LA	2	Washington, DC	0



# *Forums Summer/Fall 2019*

- Norfolk, VA (Alumni) 18 MAY
- Yuma, AZ 19 MAY
- Los Angeles, CA 13 JUL
- Guam (w/LTCE) 3 AUG
- Lincroft, NJ (Alumni) 4 AUG
- Boise, ID (ICW Navy week) 25 AUG
- St. Louis, MO (Donor City) 6 SEP
- Cincinnati, OH (ICW NACAC Fairs) 14 SEP
- Baltimore, MD 18 SEP
- San Diego, CA (ICW Miramar AirShow) 27 SEP
- Brooklyn, NY 28 SEP
- Memphis, TN (ICW Football) 28 SEP



# *Forums Summer/Fall 2019*

- Pascagoula, MS (Donor City) 5 OCT
- Charlotte/Greensboro, NC (ICW Infinite) 5 OCT
- Syracuse, NY 12 OCT
- Sacramento, CA (ICW Airshow) 7 OCT
- San Francisco, CA 14 OCT
- Washington, DC (Alumni) 16 OCT
- Atlanta, GA 19 OCT
- Hartford, CT (ICW Football) 1 NOV
- South Bend, IN (ICW Football) 16 NOV
- Tuscaloosa, AL 23 NOV
- Houston, TX (ICW Football) 30 NOV
- Philadelphia, PA ( ICW Football) 3 DEC



# How You Can Help

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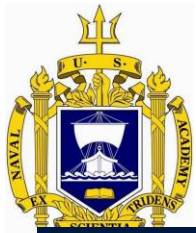
- Request to become a BGO
  - Need to be relevant
  - Targeted areas
- Support local BGOs by working with them to promote USNA in your area
  - Identify potential candidates
    - 7<sup>th</sup> to 11<sup>th</sup> graders
  - Assist with community outreach to community leaders/school officials
    - COI/EOV attendees
  - Help identify local venues and/or creative opportunities that may assist toward increasing awareness of USNA
  - Mentor youth in your community



# How You Can Help

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- Scholarships to support CVWs, Summer Seminar, STEM Camp
- Get involved/sponsor
  - Sea Perch Event in Houston
  - NAMA sponsored middle school event in Tampa



# Questions?

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