

The Parent Club Award Program- please share any information regarding the 5 themes we encourage each Naval Academy Parent Club to incorporate:

1. Promotes/ Support USNA Mission – (25 points)
 2. Follows good governance- (20 points)
 3. Local collaboration with USNA-affiliated Organizations- (20 points)
 4. Communications - (20 points)
 5. Grows/Maintains Parent Club Membership- (15 points)
- Other - additional information- (10 points)

*** Submitting for consideration: Please send 3 attachments and a cover letter by email from the parent club president when complete, thank you.**

Attachment #1 – the questions below are to help guide responses

5 Themes:

1. Promote & Support the USNA mission – 25 point value

i. Please describe any events within the last 12 months related to the following 10 categories:

1. Parent Club events (e.g. Welcome Aboard events, Dark ages Care packages, etc.)
2. Admissions outreach events (including Blue and Gold Officer Support, STEM program support, USNA Summer Seminar support, etc.)
3. USNA Sports and Extra Curricular Activities
4. Events with midshipmen in attendance
5. Parent Club business meetings
6. Social Networking events (e.g. Happy Hour, luncheons, Football viewing)
7. Community outreach programs (e.g. schools and youth groups, etc.)
8. Multi-Parent Club events
9. Multi-Service Academy events
10. Any other relevant events

2. Good Governance – 20 point value

i. Are the current parent club leadership team identified to the USNA Alumni Association?

ii. How is the Parent Club leadership team refreshed or reaffirmed year to year?
(e.g. elections, informal pass down, default, etc.)?

iii. How many leadership board meetings have been held within the last year?

2 meetings 3 meetings 4 meetings more

iv. Describe any measures or steps the Parent Club takes to foster its continuation and success (e.g. club officer training, succession plans, strategic planning, etc.)

v. Does the parent club have a formal charter or by-laws?

3. Local Collaboration – 20 points value

i. Does the Parent Club work and interact with the local USNA Alumni Chapter?

Please describe:

ii. Does the Parent Club interact with the local BGO Area Coordinator & Blue and Gold Officers?

If yes please list name(s) of BGO A/C:

If no, please explain:

iii. Has the Parent Club supported a USNA Admissions outreach program such as Admissions Forums, NASS/STEM programs in the last year?

If Yes, describe:

iv. Does the Parent Club partner with other Naval Academy Parent Clubs? If so, please describe.

v. Does the Parent Club interact with other Service Academy affiliated groups (West Point, Air Force)? If yes, describe.

vi. Does the Parent Club interact with other military affiliated groups (e.g. Navy League, VFW, etc.)? If so, please share.

vii. Does the Parent Club partner with any other local organizations (charities, professional societies, etc.)? If yes, please share.

4. Communications - 20 points value

i. What are the Parent Clubs primary means/method for communicating with members (newsletter, e-mail, website, Facebook, phone tree, etc.)?

ii. How many times in the last 12 months has the parent club sent out a communication?

iii. Does the Parent Club have a website?

1. If yes, please provide website address:

2. Does the Parent Club website link to www.usna.com?

Yes No

3. Is the Parent Club leadership and website correct on the map on www.usna.com?

Yes No

If No, provide correct information

4. Does the Parent Club have any other or additional online / social media presence (e.g. Facebook, LinkedIn, Twitter, Instagram, Listserv, message board, etc.)?

5. Membership- 15 point value

i. How many parent members do you currently have?

ii. How does the parent club encourage membership growth?

Other – 10 points value

- i. Does the Parent Club have a signature event? If so, please describe or identify.
- ii. Describe any local media coverage for the past year.
- iii. Describe any actions taken to assist other parent clubs or alumni chapters.
- iv. What actions, activities, or recommendations has the parent club taken that might be used by other clubs to improve their success?
- v. Describe any other topics you may wish to bring to the Selection Committee's attention.

Attachment 2: Attach a current copy of the Parent Club Mission statement and By-Laws. This is a required part for the submission to be considered.

Attachment 3: (if applicable) provide documentation pertaining to parent clubs 501c3/non-profit status

* Additionally, letters of support for the applying parent clubs may be submitted by local alumni chapter leadership and Blue and Gold Area coordinator for additional consideration.

- Membership data and 501 (c) 3 status will be verified by the review committee.

Please remember to submit these items by email or mail to complete your awards packet:

- Parent Club submitting
- President of submitting Parent Club
- Parent Club Cover Letter of Introduction
- Attachment 1 – 5 Themes
- Attachment 2- By-laws & Mission Statement
- Attachment 3 – Non-Profit Status for Parent club – (if applicable)
- *Bonus letters of support