

**USNA Alumni Association
Special Board of Trustees Meeting
January 19, 2022
Minutes**

The U.S. Naval Academy Alumni Association Board of Trustees met for a special Board meeting via virtual teleconference beginning at 1800 on 19 January 2022. ADM Mark Ferguson '78, USN (Ret.), chairman of the Board of Trustees, acted as chair of the meeting and CDR Craig Washington '89, USN (Ret.), acted as secretary of the meeting.

ADM Ferguson convened the Board in 1800. The secretary conducted roll call. All trustees were present. A quorum was established.

The Chair gave an overview of the meeting agenda. Byron Marchant '78, President and CEO, stated he appreciated the full history of this effort. It is now time to execute the proposed communications plan and press release and begin the dialogue with alumni regarding the results.

ADM Ferguson introduced Governance chair, Greg Colandrea for an update on the Governance Committee's review of the 2020 resolution regarding Ad Hoc Committee's role and tasking vis-a-vis the release of the alumni survey results to the alumni community. Greg Colandrea stated that the Governance Committee found that while some of the language of the 2020 resolution was imprecise, the Governance Committee agreed with counsel's finding that the plan for the BOT to release the survey results to the community is consistent with the 2020 resolution. Further, the Governance committee was unanimous in asserting it is the Board's role to take action, not a committee's role. These determinations have been shared with the Ad Hoc Action committee members.

There were no questions from trustees regarding Governance review and determination.

ADM Ferguson thanked Governance for their review.

ADM Ferguson asked Craig Washington to do a page-by-page review of the draft survey documents – Executive Summary and Detailed Analysis slide decks – as a final review with trustees.

Craig Washington began the Review of Executive Summary, noting that the executive summary is provided at a very high level. He reviewed the survey objectives and response rate, and discussed the overarching findings of the survey data. Craig discussed weighting of data and clarified that the impact did not 'move the needle directionally' and the results fell within the margin of error. Further, the 'engagement segmentation analysis' gave a clearer picture of the perceptions of our alumni, which led to FleishmannHillard focusing their analysis on the engagement segmentation data to draw meaningful results from the response data.

Brian DeJarnett: Stated the weighted data adds to the story, and fills in the gaps in the exec summary..

Mark Rupprecht: voiced concerns about the disclaimer from FH in the slide footers; "does that mean this material is not for distribution?"

Washington replied: FH is okay with distributing this information, and we thought it was important to show the alumni community this analysis was done by an outside 3rd party as an independent analysis. Craig asked Mark if the concern was about release of FH's proprietary work.

ADM Ferguson stated he would take that for legal review or restrictions from legal perspective.

Tim Wolf: stated initially when we launched the survey in 2021, we would have been happy to get 1200 to 1300 respondents, we got 4 times that number. As far as the ad hoc committee is concerned we are very happy with the 5700 responses and data provided exceeded expectations.

Rich Cataldi: asked if there was a way to emphasize the survey was conducted as part of a strategic effort rather than solely to address DEI concerns? His focused on 5 or 6 of the questions vs the full survey – too much emphasis on what was happening socially and politically vs focusing on the strategic 2030 planning. This concern was captured in the FAQs provided with the survey distribution.

Detailed Data Analysis - Washington noted this section offers a deeper review of the data.

Fred LaTrash – great opportunity to educate alumni on these immediate details regarding all USNA entities and can we provide links to our mission statements in the slides to help educate the community?

LTGEN Beydler- intent of this meeting and this release of results is to allow alumni to review the materials; it will be the committees' role to recommend actions to resolve the issues identified in the results.

Washington continued the slide review of Detailed Analysis deck including appendices. Steve Comiskey noted the opportunity to invite recent grads to form SIGs as an engagement tool and way to step up and volunteer. Craig noted the change in battalion receptions, inviting chapter reps and AMP reps. Fred Latrash noted Hivebrite as a tool to increase engagement.

Brian DeJarnett asked if it would be helpful to identify committees tasked with fixing issues from survey – part of the way ahead discussion? ADM Ferguson noted that would be done later in the process.

Washington completed review of slides.

Steve Comiskey noted the positive data on alumni affinity – asked if FH could help us compare to other alumni populations. [after meeting, Washington and Huey agreed to engage FH to see if there is comparison data available]. Steve then asked if we would have weighted and unweighted data available for review by alumni. ADM Ferguson said the intent was to make the unweighted data available on request.

Jim Schwab noted his belief that once this review is complete, the BOT is complete with its review.

Tim Wolf commented as Byron noted in opening, it is now about execution – we now need to act on what the community is telling us. Communications committee is ready to support in that effort. Ad Hoc committee will continue its work.

ADM Ferguson asked for BOT review of draft Communications Plan, noting we are moving forward as described as long as BOT is good with this plan.

Enochia Anderson asked if we have sufficiently addressed the open-ended responses provided by alumni, noting those were important to those who submitted them.

ADM Ferguson- this report takes those comments into consideration and they will also be part of our ongoing analysis, but we need to make that more clear in this release – I will add that to my quote in the press release.

ADM Ferguson – Any other changes to the Communication plan? Next steps - press release and summary will be updated to strengthen our response and appreciation, along with details added for the way ahead.

Once approved by Board tonight, feedback will be considered from VOL leader reviews, but no significant changes expected.

Byron Marchant – executive summary and preview email will direct questions to alumnifedback@usna.com and staff will respond.

ADM Ferguson – any other objections or discussion on all materials presented? We will update the communications plan per the timeline, incorporate any legal feedback on the footnote disclaimer language and in executive summary we will update the way ahead and reposes to 2700 comments received. Any other comments?

ADM Ferguson – ask for a motion to approve resolution?
Resolution approved unanimously at 1950 on 1/19/2022

ADM Ferguson move to adjourn.

Special Meeting of BOT meeting adjourned at 2000 19 JAN 2022