



U.S. NAVAL ACADEMY
ALUMNI ASSOCIATION AND FOUNDATION

BOARD OF TRUSTEES SPRING MEETING

9 MAY 2025



BOARD OF TRUSTEES MEETING
SPRING 2025

PRESIDENT'S REPORT

JEFF WEBB '95

CEO and President

ALUMNI ASSOCIATION & FOUNDATION LEADERSHIP



ORGANIZATIONAL CHART



ENGAGEMENT AND COMMUNICATIONS
TJ Grady '96
Executive Vice President



COMMUNICATIONS
John Schofield
Executive Director

- MEDIA
- DIGITAL COMMUNICATIONS
- CREATIVE SERVICES
- PUBLIC AFFAIRS



ENGAGEMENT
Nancy Murray
Senior Director

- ALUMNI ENGAGEMENT
- AFFILIATES
- TRAVEL
- MEMBERSHIP



ALUMNI SUPPORT SERVICES & REVENUE GENERATION
Mike Lowe '98
Director

- CAREER SERVICES
- SERVICE ACADEMY
CAREER CONFERENCES
EXECUTIVE DIRECTOR
- SPONSORSHIPS
- ADVERTISING

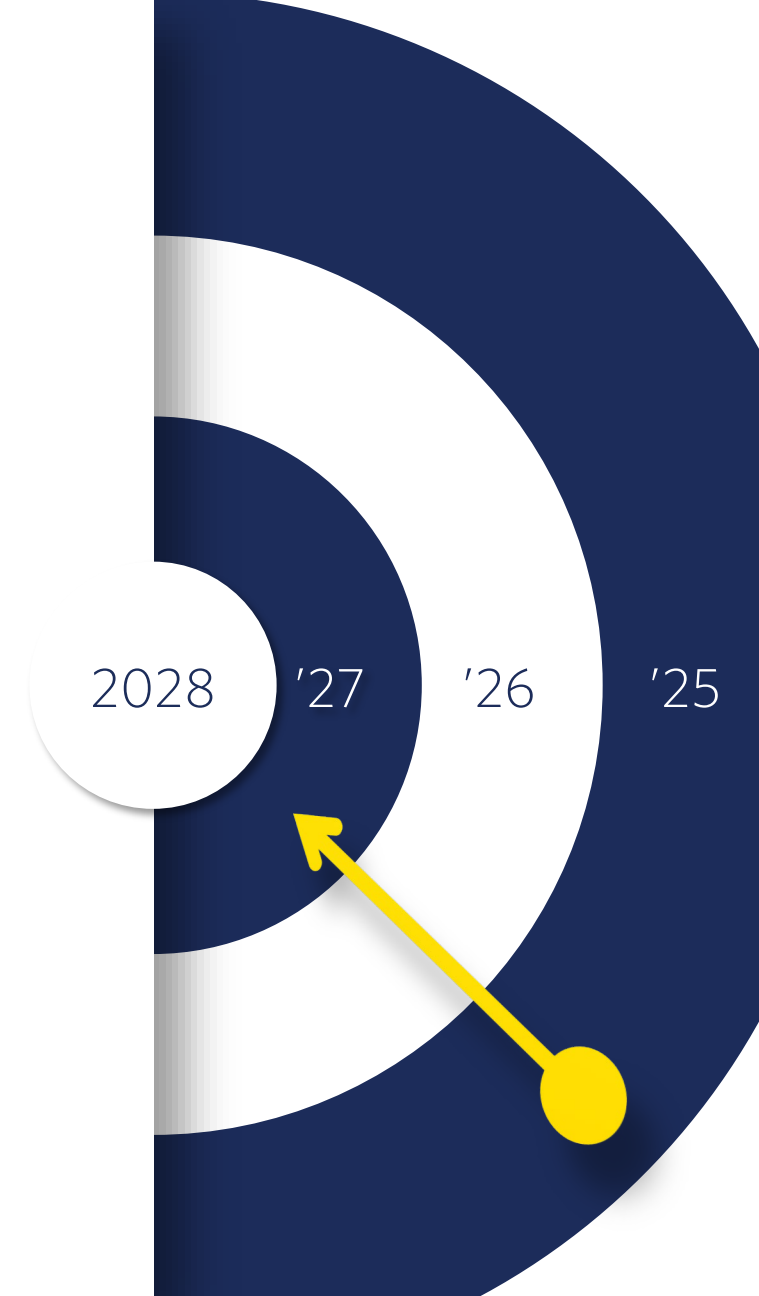


STRATEGY & LEGACY PROGRAMS
Wes Huey '87
Executive Director

- ENTERPRISE STRATEGY
- LEGACY PROGRAMS
- MEMORIAL SERVICES
- BOARD OF TRUSTEES
SECRETARY

NEXT 3 YEARS — STRATEGIC FOCUS

- Continue fundraising growth → Go public
- Eliminate budget gap and reserve draws
- Improve development communications capabilities
- Alumni engagement measurement rollout
- Risk Management evolution
- Brand development – BCG Brand Project



USNA & USNA AA&F BRAND PROJECT

LED BY BCG | Nate Shenk '99 and John Merchant '98 | LAUNCHING JUNE 2025



USNA
(CANDIDATES)

< DUAL WORKSTREAMS >



USNA AA&F
(DONORS & MEMBERS)

PURPOSE:

- Evaluate brand awareness, positioning and effectiveness
- Deliver insights to increase visibility, engagement and alignment

GREAT CLASS CHALLENGE: 5-9 MAY

12 YEARS OF CLASS PRIDE & CLASS GIVING!

2024 HIGHLIGHTS

- 6,600 Donors
- 1,800 New/reacquired donors
- 1984 Champ for donors and participation
- \$3,050,000 Raised!



FAIR WINDS AND FOLLOWING SEAS



CELEBRATING A LEGACY OF LEADERSHIP

- **24 YEARS** – MOST SUCCESSFUL ERA IN THE HISTORY OF NAVY SPORTS
- **\$225M+** RAISED
- **10** CONSECUTIVE PATRIOT LEAGUE PRESIDENT'S CUP TITLES
- **4** NATIONAL TITLES
- **251** CONFERENCE TITLES
- **352** ALL-AMERICANS
- **12** CIC TROPHIES
- **36** VARSITY SPORTS (TIED FOR 1st NATIONALLY)



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ENGAGEMENT AND COMMUNICATIONS

T.J. "CATFISH" GRADY '96
Executive Vice President

NEW USNA.COM — DEBUTS 28 MAY 2025

OVERALL IMPROVEMENTS



1000+ unique pages



100+ unique pages

Inflexible page builder



Custom, user-friendly page builder/manager

Many clicks to buried information



Open + easily navigated information

COLUMBARIUM UPDATE

- Built in 1987 and principally sponsored by the Alumni Association, including a major grant from the George & Carol Olmsted Foundation.
- Requires philanthropic support — USNA runs day-to-day operations
- Current columbarium now full.
- USNA architect finishing design for next columbarium. Once funding is raised, minimum 18 months to build.



**Give to the USNA Columbarium
Maintenance and Expansion Fund**

ALUMNI MENTORING PROGRAM

- Formally established in 2012 as the 50th Legacy Gift of the Class of 1969.
- Mentors & protégés (over 6,300), matched through an e-mentoring online platform, engage in meaningful discussions about today's career challenges, life planning and goal setting.
- AA&F to assume managerial duties July 1, 2025. Oversight provided by the Alumni Association Board of Trustees.



ENGAGEMENT:
A CORE ELEMENT
TO ALUMNI
ASSOCIATION OPS.

IMPACT:
HOW
ENGAGEMENT
SCORES CAN
INFORM ACTION

- 1 MEASURE:** AA program access, value and impact
- 2 IDENTIFY:** New AA program opportunities to enhance member connection and support
- 3 INFORM:** AA board composition and representation

ALGORITHM

- Overall score range = 0 to 100
- Scoring broken down across CCSA
 - Will be able to analyze the strengths & weaknesses of the affiliates on a CCSA level to enable recommendations for increased attention & effort
- Real-time engagement score over a rolling 12-month period
 - Ability to dig deeper and look at month-to-month changes

SCORING & WEIGHTING: AFFILIATE CHAPTERS PARENT CLUBS

CONNECT = 35%		Scoring
65%	Member penetration	scale
	Membership Growth	scale
	# of Events	scale
	Community Outreach Events	scale
31%	Frequency of Meetings	scale
	Leadership Positions Filled	scale
4%	Elections held	yes/no
COMMUNICATE = 30%		
31%	myUSNA site current (based on monthly Admin log-in)	yes/no
25%	Content Frequency	scale
25%	Shipmate/newsletter submission	scale
19%	Emails members	scale
SUPPORT = 25%		
28%	Collaborates with other affiliates	scale
24%	Provides business/career networking opportunities	scale
24%	Provides mentoring for active duty & non-members	scale
15%	Participates in USNA-sponsored programs	scale
6%	VLS attendance	yes/no
3%	Submits nomination for AA award	scale
ANCHOR = 10%		
40%	Fundraise/donate to support USNA &/or AA programs	yes/no
40%	% of members donating	scale
20%	% of dues paying members	scale

REUNION IMPROVEMENT PROJECT: THE WAY FORWARD



- Hiring another FTE in the events team (Reunion Coordinator) (PLANNING). Budgeted.
- Each class provided 2 PT staff to work 10 hours each in support of reunion weekend (EXECUTION). Budgeted.
- Continue to listen and receive feedback.



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FLUEGEL ALUMNI CENTER COMMITTEE

DONNIE KENNEDY '92

Executive Director, Fluegel Alumni Center

2025 FLUEGEL ALUMNI CENTER

- 152 Events
- 21,500+ Guests
- 117 Alumni and External Events
 - 28 Alumni-hosted events/conferences
 - 12 Reunion/Class events
 - 13 Midshipman events
 - 24 Wedding receptions
 - 7 Memorial receptions
 - 7 SIG events
 - 24 External events (business events/conferences)
- 12 Reunions/ Class Events:
'69, '19, '89, '74, '79, '49, '84, '83, '04, '77, '70, '57



FALL 2025 FAC REUNION SCHEDULE

HOSTING 7 CLASSES: '60, '65, '75, '80, '85, '90, '95

VMI – 8.30

- 30 Aug - 1960 65th Dinner

OPEN DATE - 9.20 (NO GAME)

- 19 Sep - 1985 40th Reception

AIR FORCE – 10.4

- 2 Oct - President's Circle; 1995, 1990 - Check-Ins
- 3 Oct - 1990, 1995 - Check-In, 1995 30th Reception

FAU – 10.25 (Homecoming)

- 23 Oct - 1965 60th, 1975 50th
- 25 Oct - Come Home Pre-Game Party (All Classes)

NOTRE DAME (AWAY – 11.08)

- 06 Nov - 1980 - 45th Check In/ Reception

Note: No Reunion Events Requested on 9.6 (UAB) or 9.27 (Rice)



FALL 2025 GAME-DAY EVENTS

PRE-GAME EVENTS – BLUE AND GOLD BAR (T)

30 Aug – VMI

06 Sep – UAB

27 Sep – Rice

04 Oct – Air Force

25 Oct – FAU (Homecoming)

11 NOV (USF) - HONOR OUR FALLEN HEROES

13 DEC - ARMY-NAVY

A/ N Alumni Tailgate – Checkerspot Brewing Co

A/ N Watch Party (FAC)



FAC OPERATIONS AND MAINTENANCE

MAINTENANCE

- Final Punch List complete
- Gate (Baseball Parking to FAC) – complete

BUSINESS OPERATIONS

- Operating MOA with USNA – in work
- Expenses/Budget
 - Under Budget for 2025
 - Budget O&M decrease from 2025 to 2026
- Financial Reporting – first iteration presented to JFAC

