



BOARD OF TRUSTEES MEETING
FALL 2025

PRESIDENT'S REPORT

JEFF WEBB '95

CEO and President

THRIVING AS LEADERS

2025 THRIVING AS LEADERS AWARDEES

ALUMNI OUTSTANDING ACHIEVEMENT
PROFESSIONAL ATHLETE

ROBERT K. "BOB" KUBERSKI, JR. '93

ALUMNI OUTSTANDING ACHIEVEMENT
PROFESSIONAL NON-ATHLETE

ROBERT D. "BOB" RAVENER '81

ADRIENNE (MARKS) GRIFFEN '87

JOSEPH K. "KEVIN" WHITE '92

JACOB R. "JAKE" HARRIMAN '98



ALUMNI OUTSTANDING ACHIEVEMENT
SUPERINTENDENT'S OUTSTANDING
ALUMNI PERFORMANCE AWARD

CDR LOUIS J. GIANNOTTI '69, USN (RET.)

ALUMNI OUTSTANDING ACHIEVEMENT
AMATEUR ATHLETE

JOHN J. "JAKE" LAWLOR '75

VOLUNTEER
LEADERSHIP & SERVICE

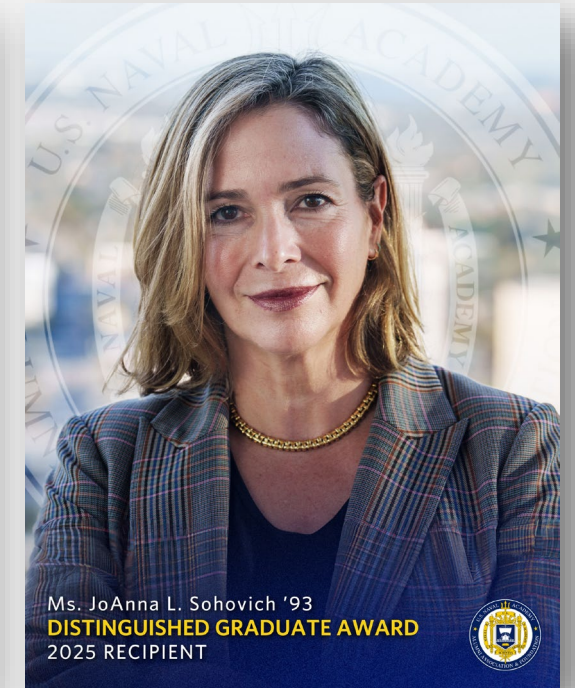
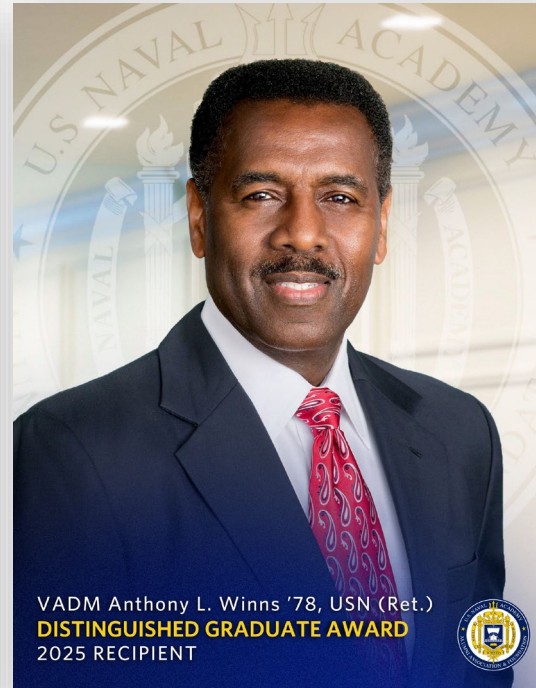
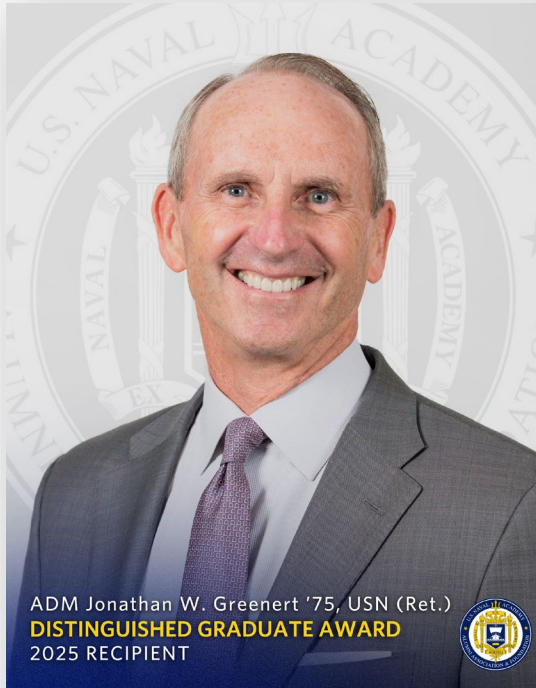
ROBERT T. "TOM" SCHRAM '69

KERWIN E. MILLER '75

JOHN M. SHMORHUN '77

STEFANIE E. GOEBEL '80

2025 DISTINGUISHED GRADUATE AWARDS



FUNDRAISING SUCCESS

\$101,340,496

RECENT GIFT ANNOUNCEMENTS



Taylor Family Event Wing, at the Fluegel Alumni Center | **Michael Taylor '86**



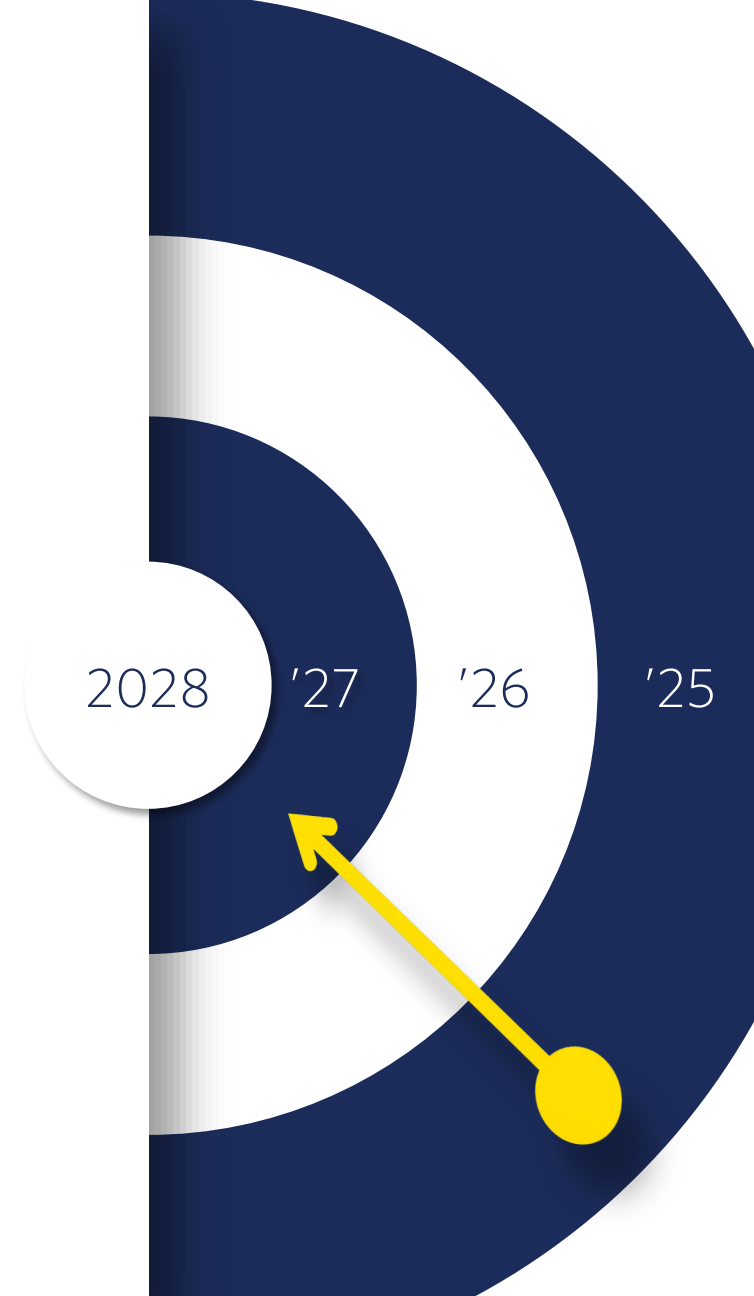
North End Zone Facility – Lakefield Pavilion, at the Navy-Marine Corps Memorial Stadium | **Bruce '67 and Bernadine Lakefield**

A horizontal wooden plaque with rounded ends, featuring a natural wood grain texture. The text "THE ONLY EASY DAY WAS YESTERDAY" is engraved in a bold, sans-serif font. The plaque is centered on a light gray background.

“THE ONLY EASY DAY WAS YESTERDAY”

NEXT 3 YEARS: **STRATEGIC FOCUS**

- Continue fundraising growth → Go public
- Eliminate budget gap and reserve draws
- Alumni engagement measurement rollout
- Risk management evolution
- Brand development and Development Communications capabilities + BCG Brand Project



USNA AND USNA AA&F BRAND PROJECT

Led by BCG | Nate Shenck '99 and John Merchant '02 | Launched mid-June



USNA
(CANDIDATES)

< DUAL WORKSTREAMS >



USNA AA&F
(DONORS & MEMBERS)

PURPOSE:

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



CLOSING COMMENTS



BOARD OF TRUSTEES – 2025 FALL MEETING

ALUMNI ASSOCIATION UPDATE

T.J. "Catfish" Grady '96

Executive Vice President, Alumni Association

NEW USNA.COM — LIVE SUMMER 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 FULLY FUNDED

- 100% FUNDED —
Goal achieved Fall 2025
- DESIGN PHASE for future
expansion
(ff18 months)
- RAMSAY ROAD WORK
continues to strengthen
site resilience



DAILY SHIPMATE — IMPACT AND VALUE

- **SUPPORTS PRINT TRANSITION:** Smoother Shift From 10 → 6 Shipmate Magazine Issues Per Year.
- **TIMELY NEWS:** Updates U.S. Navy, Marine Corps, USNA, USNA AA&F, Annapolis and DOD News Within 24 Hours.
- **ENGAGED AUDIENCE:** Opt-in Newsletter Ensures Highly Interested Readers

— DATA —

4,400

NEW
SUBSCRIBERS
SINCE MAY

80%

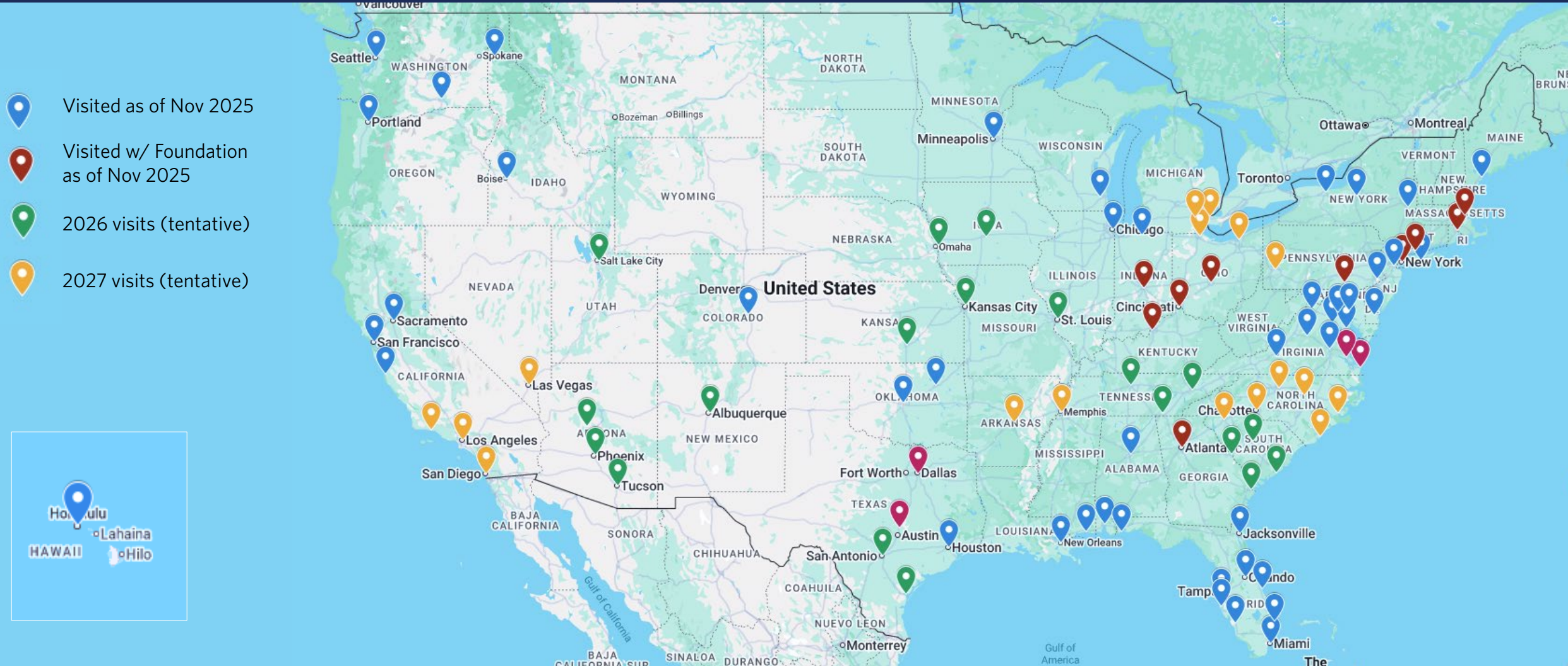
AVERAGE
OPEN
RATE

~12.3%

per mo.
AVG. MONTHLY
GROWTH RATE



2024-2027 ROADSHOW STOPS



50 YEARS OF WOMEN



KEY MILESTONES & INITIATIVES:

- **OCTOBER 7:** Anniversary of the signing of legislation allowing women to attend the Service Academies
- **2026:** *Shipmate* magazine coverage highlighting the impact of women at the Naval Academy
- **PODCAST COLLABORATION:** Sing Second, USNA Women, and the Class of 1980
- **50-YEAR GALA & CELEBRATION:** April 16–19, Fluegel Alumni Center

Stronger Together...

INTRODUCING: OUR NEW PODCAST FLEET

OUR NEW PODCAST FLEET—
is bringing you closer to the Academy.

- 1 SING SECOND PODCAST:**
Flagship Pod on Alumni News & Voices.
- 2 WAYPOINTS PODCAST:**
Career & Leadership Journeys.
- 3 NAVY FOOTBALL PODCAST:**
Athlete Interviews and Game Insights.
- 4 ANCHORS AWEIGH PODCAST:**
Stories Of Service & Tradition.
- 5 ACADEMY INSIDER PODCAST:**
Life on the Yard & Family Resources.

U.S. NAVAL ACADEMY ALUMNI ASSOCIATION AND FOUNDATION

PODCAST FLEET

Sing Second with Us!



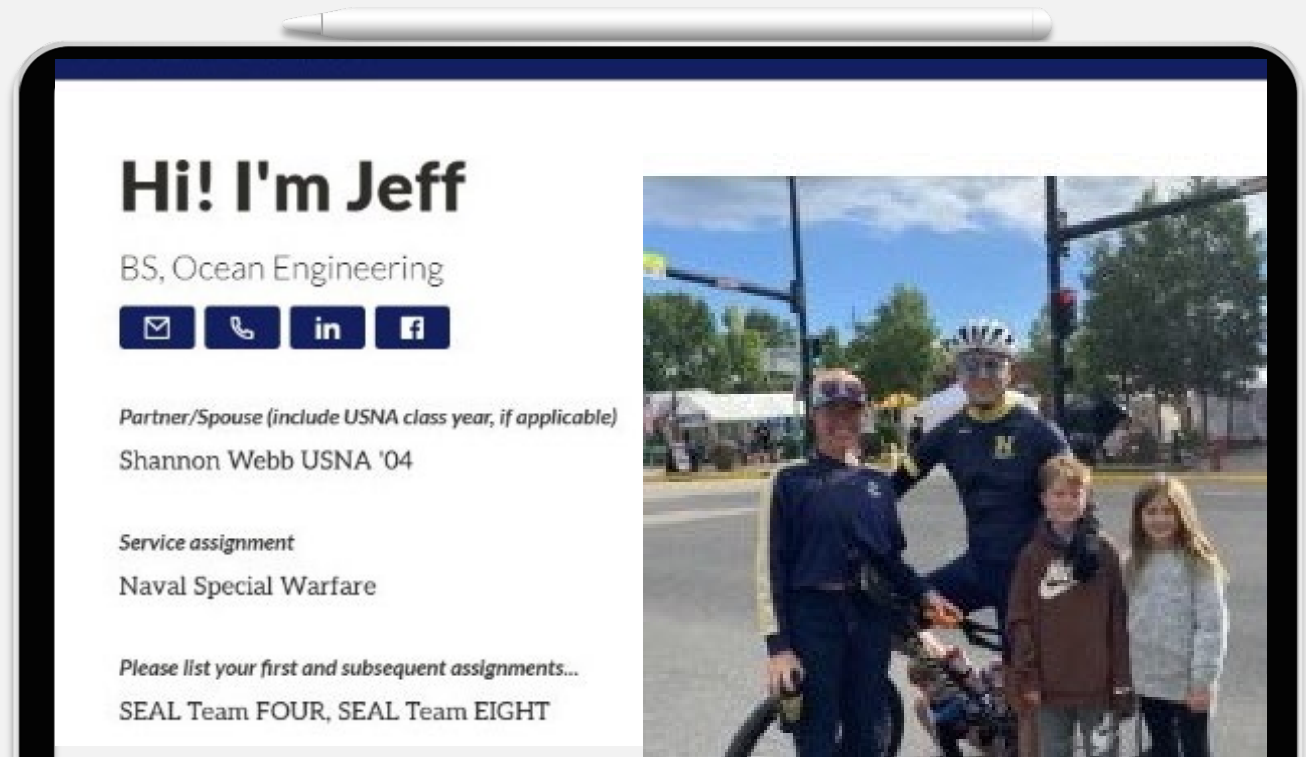
TRAVEL/REUNION eBOOKS

2,700+ ALUMNI PAGES BUILT — TURNING STORIES INTO STRATEGY

KEY STATS (as of 22 Oct 2025):π

- 38% Avg. Class Participation
- 80,000+ Data Points Shared, Including:
 - 1,900 Job Updates
 - 1,970 Service Assignments
 - 1,800 Detailed Service Assignment Notes
 - 1,850 Highest Rank Achieved
 - 1,500 Phone Numbers
 - 1,000 Mailing Addresses
 - 550 Linkedin Profiles

REAL ALUMNI STORIES → BETTER LISTS → HIGHER RESPONSE



AA&F CRISIS COMMUNICATIONS PLAN

WHY A CRISIS COMMUNICATIONS PLAN?

- Maintain Trust in the AA&F and Naval Academy.
- Provide Accurate and Consistent Information.
- Proactive Approach to Developing Issues.

GUIDING PRINCIPLES:

- Accuracy Before Speed
- Aligned with USNA
- One Voice, One Message





BOARD OF TRUSTEES – 2025 FALL MEETING

FLUEGEL ALUMNI CENTER UPDATE

T.J. "Catfish" Grady '96

Executive Vice President, Alumni Association



FLUEGEL ALUMNI CENTER

CALENDAR YEAR 2024

- EVENTS: **113**
- GUESTS: **15,400**

CALENDAR YEAR 2025

- EVENTS: **112/134**
- GUESTS: **13,700/16,400**

EVENT BREAKDOWN

- **37 Alumni-hosted Events**
- **33 External Events**
- **22 Wedding Receptions**
- **9 Reunion/Class Events**
- **4 Midshipmen Events**
- **4 SIG Events**
- **3 Memorial Receptions**



2025 FLUEGEL ALUMNI CENTER REUNION SCHEDULE

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

VMI - 8.30

- 30 Aug - 1960 65th Dinner — **150 GUESTS**

OPEN DATE - 9.20 (NO GAME)

- 19 Sep - 1985 40th Reception — **800 GUESTS**

AIR FORCE - 10.4

- 2 Oct - President's Circle; 1995, 1990 — **~900 GUESTS**
- 3 Oct - 1990, 1995 - Check-In, 1995 30th Reception — **600 GUESTS**

FAU - 10.25 (Homecoming)

- 23 Oct - 1965 60th Reunion Lunch — **210 GUESTS**, 1975 50th — **600 GUESTS**
- 25 Oct - Welcome Home Pre-Game Party (All Classes) — **600+ GUESTS**

NOTRE DAME (AWAY - 11.08)

- 06 Nov - 1980 - 45th Check In/ Reception — **200 GUESTS REGISTERED**

Note: No Reunion Events Requested on 9.6 (UAB) or 11.15 (USF)



U.S. NAVAL ACADEMY
ALUMNI ASSOCIATION AND FOUNDATION
BOARD OF TRUSTEES FALL MEETING

19 NOV 2025