



# Council of Class Presidents (29APR21)

## Byron Marchant '78

### President & CEO

# SENIOR LEADERSHIP UPDATE



**CDR Craig Washington '89, USN (Ret.)**  
Vice President,  
Engagement & Communications

- ⚓ Serve as the chief engagement and communications officer for the Alumni Association
- ⚓ Serve as the Secretary of the Board of Trustees of the Alumni Association
- ⚓ Editor in Chief of Shipmate
- ⚓ Other communications deliverables:
  - ⚓ Wavetops, Website, etc.
- ⚓ Lead project manager for Alumni Center with gradual transition to Bob Gast once construction program novices to a more normalized routine
- ⚓ Hivebrite deployment to volunteer organizations in coordination with Bob Gast, the lead on the project



**Bob Gast**  
Vice President,  
Finance & Operations

- ⚓ Serve as the chief finance and operations officer for the Alumni Association and Foundation
- ⚓ Serve as the Treasurer for both the Board of Trustees and the Board of Directors and is an officer of both corporations
- ⚓ HiveBrite execution
- ⚓ Annual updated & published privacy standard for staff, alumni, donors & friends
- ⚓ Improve Gift Admin processes
- ⚓ Execute plan for sale of Ogle complex and assist in the development and completion of the new Alumni Center (AC) project
- ⚓ Develop and execute Enterprise plan to move from current facilities to new AC
- ⚓ Continue to develop a workforce of the future plan
- ⚓ Lead and coordinate Equity and Inclusion efforts

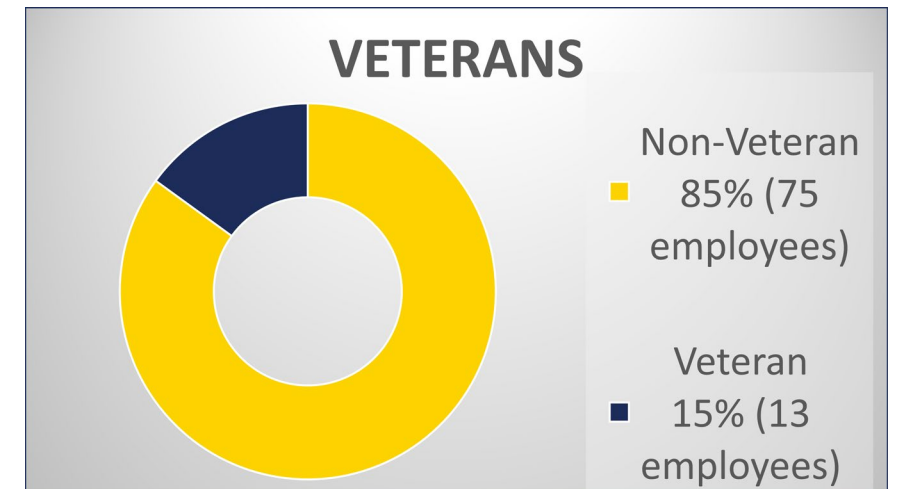
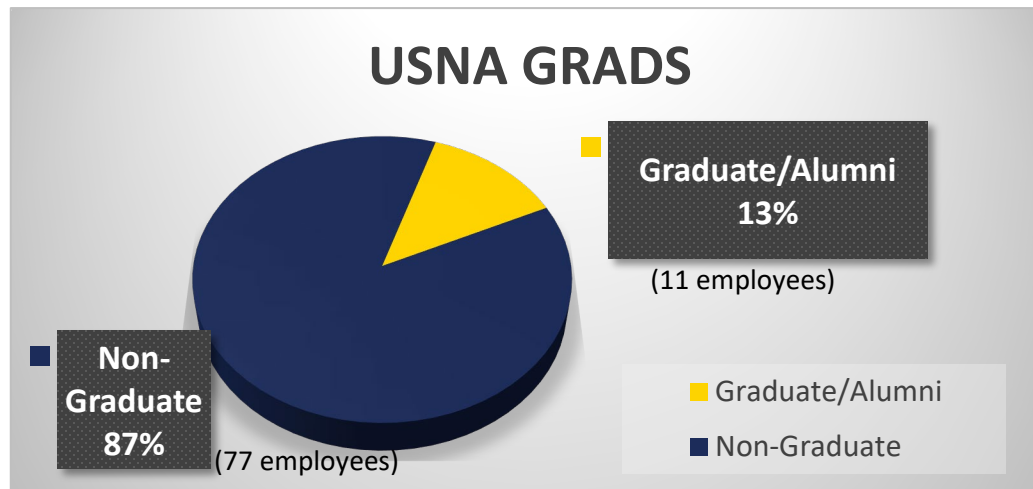
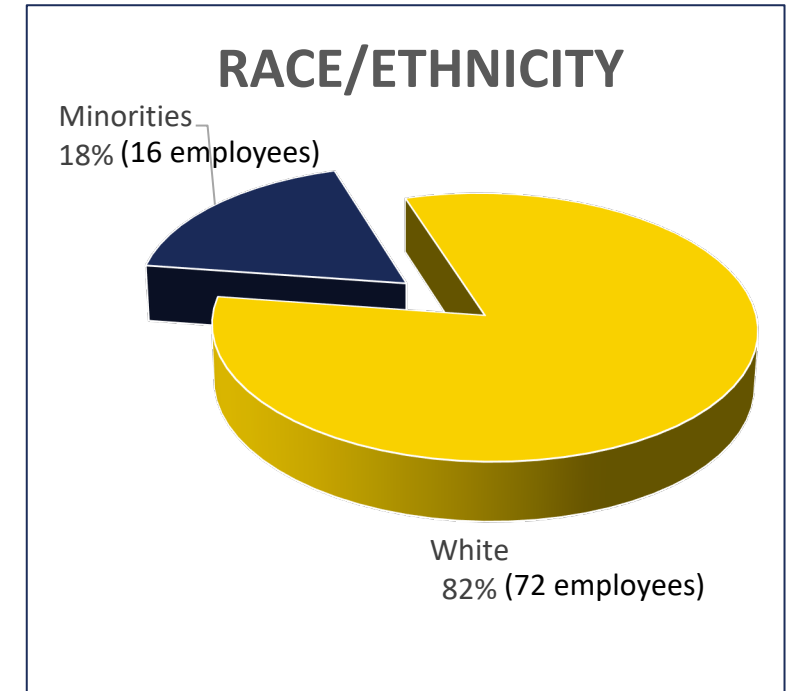
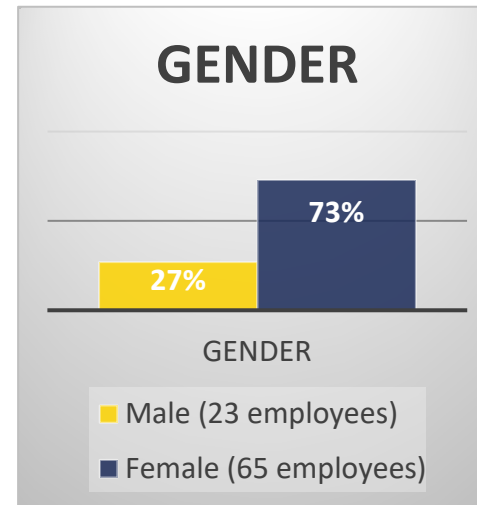
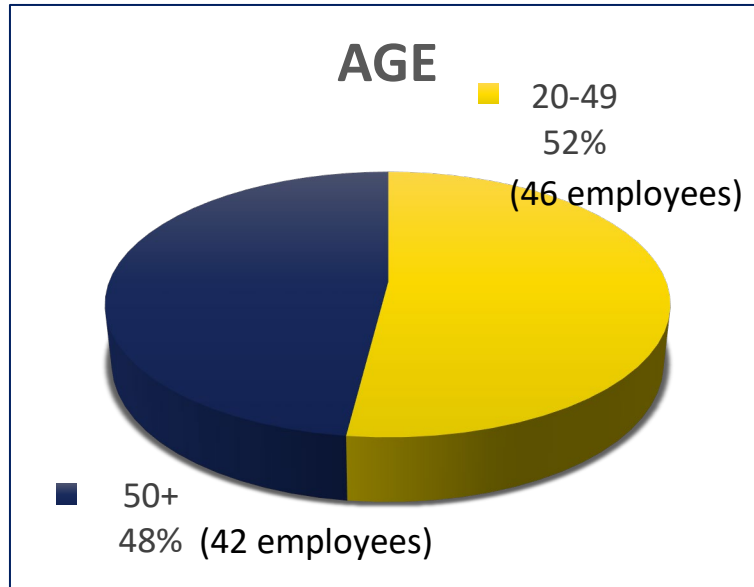


**Nadine Smith**  
Senior Director,  
Enterprise Events & Marketing

- ⚓ Responsible for directing and managing Events & Marketing staff, programs and operations including Enterprise events, sponsorship cultivation and partnership relations, event marketing and marketing communications
- ⚓ Transition plan from Ogle Hall Complex to Alumni Center (AC)
- ⚓ Develop and execute AC plan to include a soft open and roll out year one events
- ⚓ AC event support for campaign fundraising & stewardship
- ⚓ Merchandising plan for FY22 to expand AA revenue & customer base
- ⚓ Online store for the AA to sell merchandise
- ⚓ E-commerce application for AA
- ⚓ Branding strategy for the Enterprise
- ⚓ Lead the travel program

# ENTERPRISE DEMOGRAPHICS

## 88 Employees



# WELCOME TO OUR NEW STAFF



**Lori Coogan**  
Director, Parent Programs  
1 March 2021



**Sofia Loomis '99**  
Senior Director, Alumni Regional  
Engagement & Outreach  
6 April 2021



**Ashley Norfolk**  
SQL Application  
Developer  
15 September 2020



**Kevin Mitchell**  
Director of Treasury,  
Analytics & Investment Reporting  
1 December 2020



**Liz Armstrong**  
Regional Director, Development  
14 September 2020



**Adriana Bitoun**  
Director, Advancement Services  
15 January 2021

# **CALLED TO SERVE, DARING TO LEAD**

**Campaign Total: ~\$530,000,000**

**Original Goal: \$400,000,000**

**In April 2019, Board set an internal  
goal to raise \$500M**

**Total Donors: ~38,000**

**8 Targeted Regions**

**\$472,000,000 Regional Funds Raised**

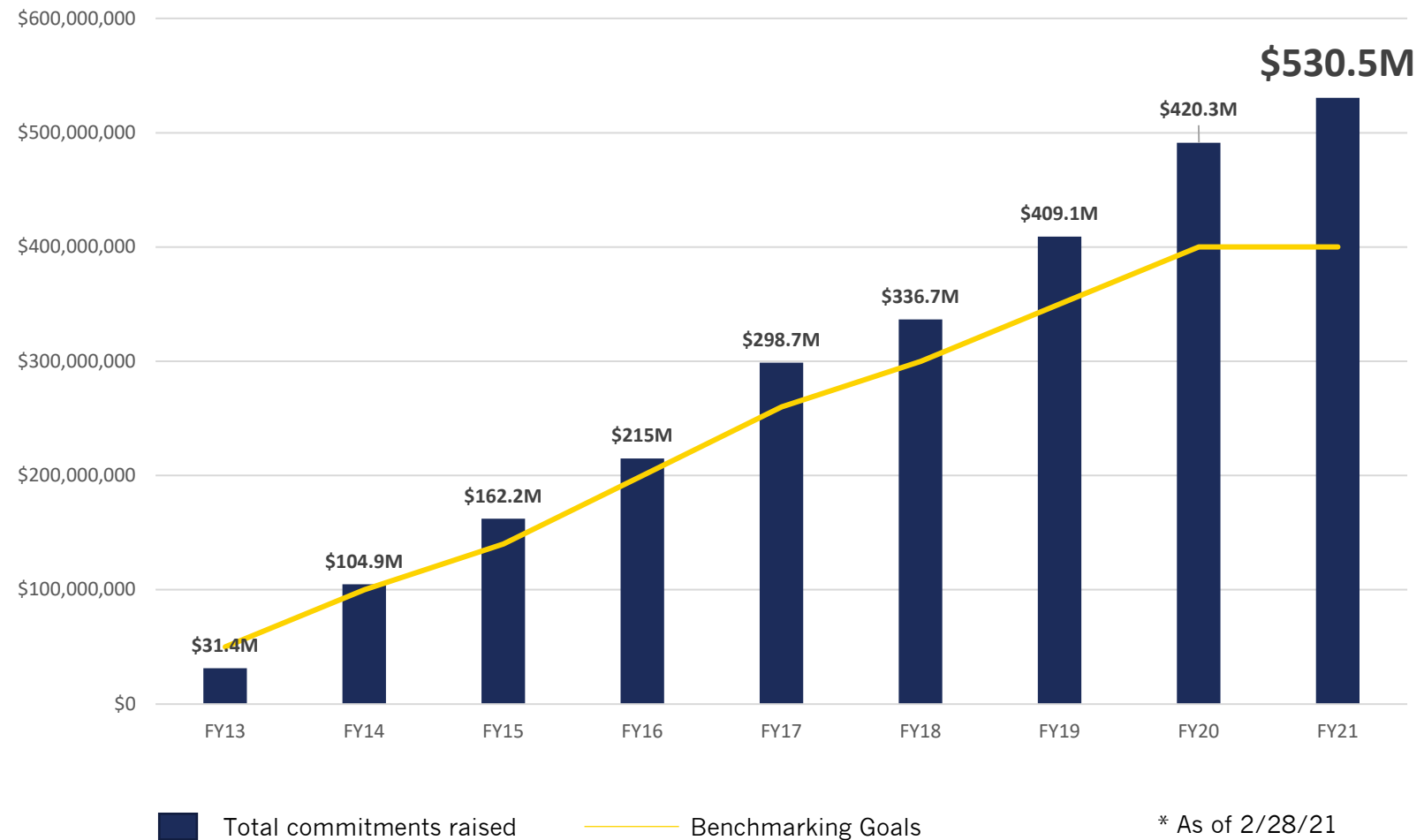
**~29K Regional Donors**



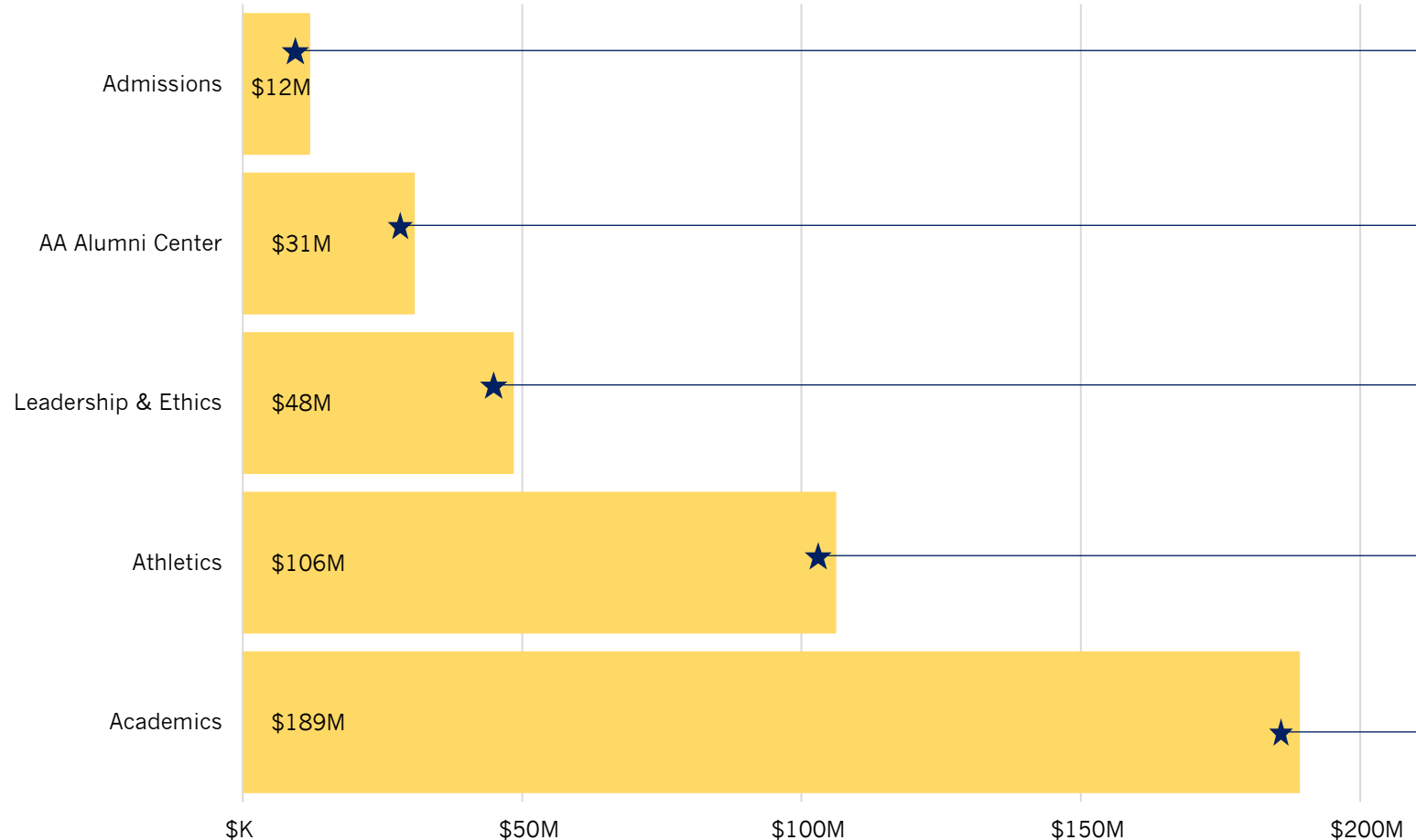
# CURRENT SUCCESS:

## *CALLED TO SERVE, DARING TO LEAD*

Campaign Success Against Benchmarking Goals



# **CALLED TO SERVE, DARING TO LEAD** **Campaign Impact at USNA**



- ⚓ Expansion of STEM camps to 860 participants a year
- ⚓ Achieved the most diverse Brigade in USNA in 176 years
- ⚓ NAPS provides 2,500 tutoring sessions per year which has helped raised the graduation rate from 77% to 85%.
- ⚓ Increased qualified candidates to 3,000 a year
- ⚓ New Alumni Building
- ⚓ 29 confirmed named spaces
- ⚓ 425 donors to date
- ⚓ Funded 4 Distinguished Military Professors
- ⚓ Funded the ELD program
- ⚓ New Facility – Terwilliger Center
- ⚓ Renovated Sport Complex
  - ⚓ Halsey Field
  - ⚓ Squash Court
- ⚓ Overall Army – Navy Star record of 58.6%
- ⚓ New Facility - Hopper Hall
- ⚓ First of four ABET accredited Cyber Security program in the nation
- ⚓ 3,450 Midshipmen participated in International Experiences
- ⚓ The 1963 CAE serves 98% of the Brigade with 50K+ appointments a year
- ⚓ US News& World Report ranks the naval Academy #1 Public School (Liberal Arts)
- ⚓ Supported the development of VDI, critical during COVID-19

**\$370.2 million has been raised in current and estate gifts to support USNA priorities.**



# CALLED TO SERVE, DARING TO LEAD

## Campaign Impact - People

### Faculty/Staff

- 7 fully funded academic Distinguished Visiting Professors/Chair positions
- 11 privately funded positions at The Stockdale Center
- 4 Distinguished Visiting Professors at the CCSS
- Over \$7M committed to Faculty Development



COLONEL MARIA  
"MJ" PALLOTTA '94,  
USMCR, *Director of  
the Center for  
Experiential  
Leadership  
Development*



Mr. Chris Inglis, *The  
Robert and Mary M.  
Looker Distinguished  
Visiting Professor in  
Cyber Security Studies*



Rear Admiral Alan T.  
"Blues" Baker  
'78, CHC, USN (Ret.)  
*Timothy and Susanne  
Sullivan Director of  
Influencer  
Development*

# CALLED TO SERVE, DARING TO LEAD

## Campaign Impact - Programs

- Accredited Cyber Operations Major
- Recipient: 2020 NAFSA Senator Paul Simon Award for Campus Internationalization (first service academy honored)
- Boeing Leadership Innovation Lab
- Center for Experiential Leadership Development (CELD)
- Influence the Influencer Program
- STEM Center for Education & Outreach
- Project Based Learning (comprehensive Capstone Day)
- NEW! Data Science Chair & Major



# CALLED TO SERVE, DARING TO LEAD

## Campaign Impact - Facilities

- Hopper Hall
- Ron Terwilliger Center for Student-Athletes
- USNA AAF Center
- Navy Academy Golf Course Renovation
- Squash Facility Renovation
- Halsey Fieldhouse Renovation
- Navy Rifle Facility
- Bishop Stadium Upgrades
- Navy Academy Museum Upgrades
- Navy-Marine Corps Memorial Stadium Upgrades
- NAPS athletic facilities Upgrades



# CALLED TO SERVE, DARING TO LEAD

## The Naval Academy Campaign - Year of Gratitude

Beginning in FY22 (1 July), we will commence a Year of Gratitude to steward our donors and volunteer leadership that have been an integral part of our campaign success. Our strategy will include a multi-level approach of campaign reporting, communications and engagement appropriately tailored for various audiences. Below is a high-level view of some of our strategic goals for this stewardship effort:

### Communications & Reporting

- **Campaign Close Thank You to Top Donors** –1 July.
- **Campaign Website** – ~1 September
- **Campaign Impact Reports** – Fall 2021
- **Shipmate Strategy** – FY22
- **Campaign Donor Wall** – 1 September



# CALLED TO SERVE, DARING TO LEAD

## The Naval Academy Campaign - Year of Gratitude

### Spring/Summer 2021

- Blue Angel Reception (26 May)
- 8-Figure Donor Society Dinner (31 August)

### Fall 2021

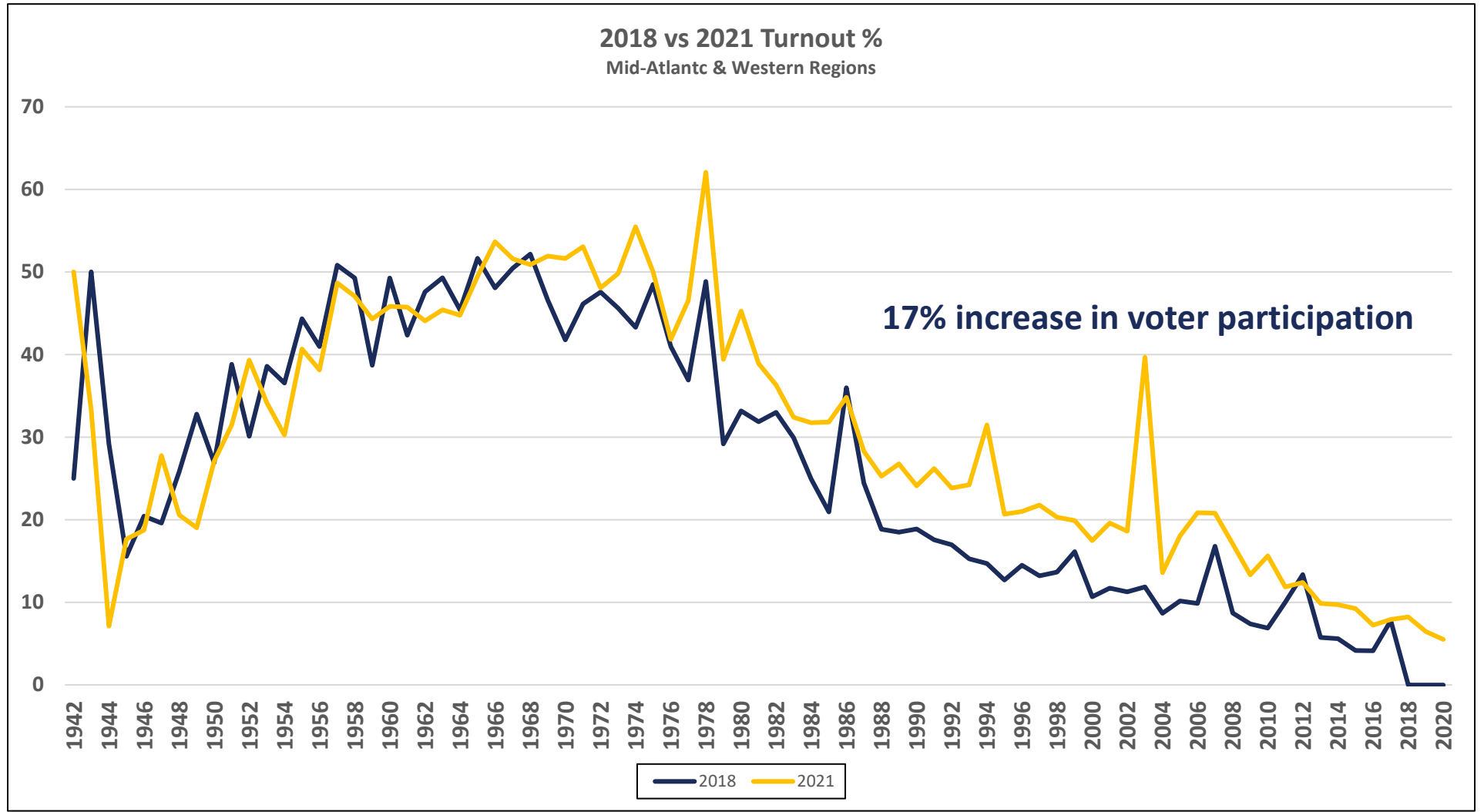
- Alumni Center Groundbreaking Event (1 Sept)
- Terwilliger Center Dedication (10-11 September)
- Home Football Engagement (Fall season)
- President's Circle Weekend (21-23 October)
- Foundation Board Meeting; 18 November
- Army-Navy Game Weekend (NYC area engagement; game at MetLife Stadium)

### Winter/Spring 2022

- **Regional Engagement** – Called to Serve Campaign Thank You Events across the country in key regions/cities where we have high donor/alumni presence. Targeting one major location per month.



# REGIONAL ELECTION PARTICIPATION



# REGIONAL ELECTION RESULTS



**Mid-Atlantic Region**  
**CDR Juliana R. Vida '94, USN (Ret.)**



**Western Region**  
**CAPT Barbette H. Lowndes '80, SC, USN (Ret.)**

# BOARD COMPOSITION/DEMOGRAPHICS

	MAY10	MAY13	JUN16	JUN18	JAN 21	MAY 21
Ave Age	66	56	57	59 (YG82)	57 (YG87)	56(YG85)
M/F ratio	28/0	25/3	23/5*	25/3	27/1	24/4
Minority	1/27	2/26	4/24	3/25	4/24	24/4

Trustee demographics concern:

- Classes represented now include 4 Trustees from Millennial Generation (O'Garro '05, Horner '08, Leach '08, Spivey '13)
  - 14.3% compared to 40.5% of alumni membership base
- Female Membership: 4 (Wright-Springer, Lowndes, Vida, Anderson)
  - 14.3% compared to 10.3% of alumni base (6,028 total female grads)
  - 28% of recent classes (2017-2022)
- 4 Members self identify as minority (O'Garro, Latrash, Wright, Anderson)
  - 14.3% compared to 15.5% total grads (self reported alumni base - 9,104)
  - 36% of current MIDN population
- 31 non-Trustee Committee members: 11 Minority or Female (35%)



# ALUMNI SURVEY STATUS

**Alumni Census Survey closed 4/23**

**Response demographics are solid:**

- 1.) 5,738 survey respondents from 8 decades of alumni. Over 12% (Normal range 5-10%)
- 2.) 17.7% diverse respondents (overall alumni population at 15.9%)
- 3.) 9% Women participation, consistent with overall alumni population
- 4.) 19% participation from millennial classes

**Data will be analyzed over the coming weeks.**

**Data will compliment strategy development for AA Plan 2030.**



# VIRTUAL ENGAGEMENT: SPEAKER SERIES



C-Suite: 6 Events, ~500 Participants

*Featuring alumni leading in corporate life, marketed primarily to President's Circle and higher donors via email and gift officer outreach, limited social media promotion*

Called to Serve: 4 Events, 2,420 Participants, 1 more planned for May

*Perspectives on critical topics, the Academy mission and the role of service--of all kinds--in their lives, broadly marketed via email and social media*

Know the Ropes: 4 Events, ~215 participants

*Lighthearted activities geared to smaller audiences: paint night, interactive book reading, trivia*



# VIRTUAL ENGAGEMENT: OTHER PROGRAMMING

- 6 Virtual Service Academy Career Conferences: 3,000+ registrants including those for May 2021 event, mass email and social promotion
- Foundation Presentations on Strategic Priorities: 5 events, 168 participants, highly targeted outreach in specific regions, no mass email or social media
  - featuring Chet Gladchuk (NAAA), Dean Bruce Latta (Admissions), Captain Paul Tortora (Cyber), Dr. Joe Thomas (Stockdale Center), Dr. Angie Moran (STEM)
- Home Football Facebook Live events: 5 events, 1,000+ views per event, mass social media promotion
- 10 Regional Towns Halls and Away Football VTCs: Targeted email promotion 583 live participants, 2,037 YouTube views
- Christmas Tree Lighting on Facebook Live: ~5,000 views, mass social media promotion
- 2021 Speed & Surprise: The Legacy of the U.S. Navy through Battlefield Tours Travel Event, 800 participants, targeted email promotion age 55+
- Army-Navy Puppy Bowl: 11,000 views, mass email and social promotion



# VIRTUAL ENGAGEMENT: VOLUNTEER LEADERSHIP MEETINGS

- Council of Class Presidents Spring 2020/Fall 2020/Spring 2021
- Board of Trustees: May 2020, June 2020 (special), September 2020 (special), December 2020, March 2021 (special), May 2021 (upcoming)
- Board of Directors: Spring 2020, Fall 2020 (hybrid), Spring 2021
- A&SP Trustees: Spring 2020, Fall 2020, Spring 2021
- International Chapter Officers Forum: May 2020, May 2021
- Parent Club Officers Conference: Fall 2020





# Council of Class Presidents (29APR21)

## Bill O'Connor

### EVP, Foundation

# **CALLED TO SERVE, DARING TO LEAD**

## **Class Impact**

**45 Classes raised over 70M during the Campaign and have supported the following priorities:**

### **Academic Excellence**

- **International Programs**
- **Center for Academic Excellence**
- **Faculty Development**
- **Project Based Learning**
- **Cyber**

### **Admissions Excellence**

- **Admissions Outreach**
- **NAPS**

### **Leadership Excellence**

- **Experiential Leadership Dev't**
- **Stockdale Center**
- **Midshipman Activities Fund**
- **Distinguished Military Professors**

### **Athletic Excellence**

- **Athletic Excellence Fund**

### **Naval Academy Unrestricted Fund**

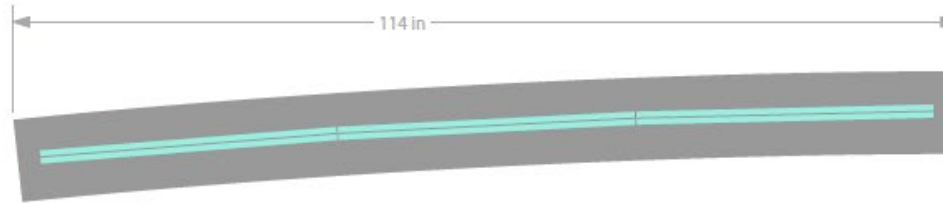
### **New Alumni Center**





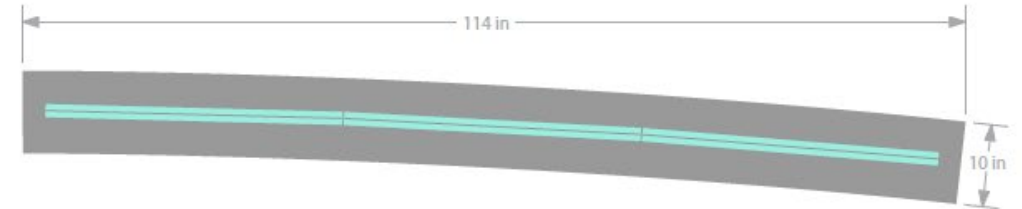
## CLASS GIVING - EXTERIOR LOCATION

GLASS PANELS WITH IMAGE COLLAGE  
ATTACHED CREST, DIMENSIONAL LETTERS

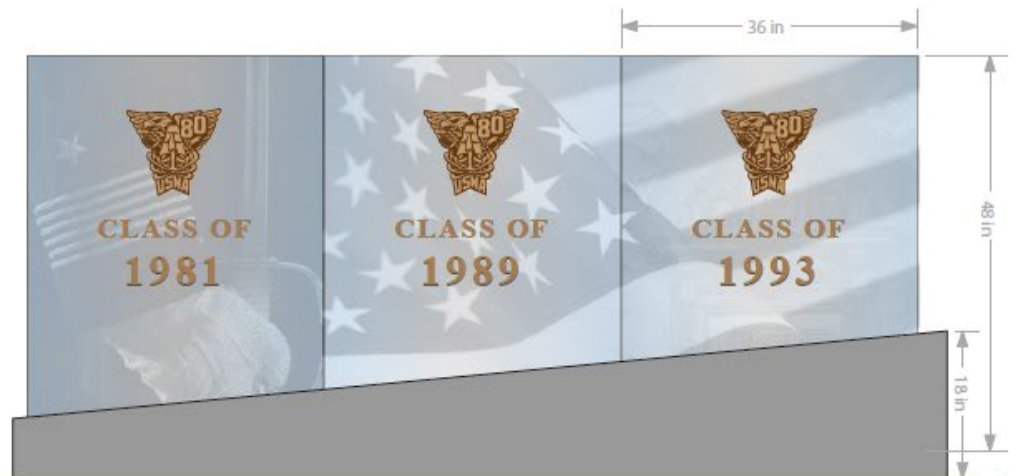
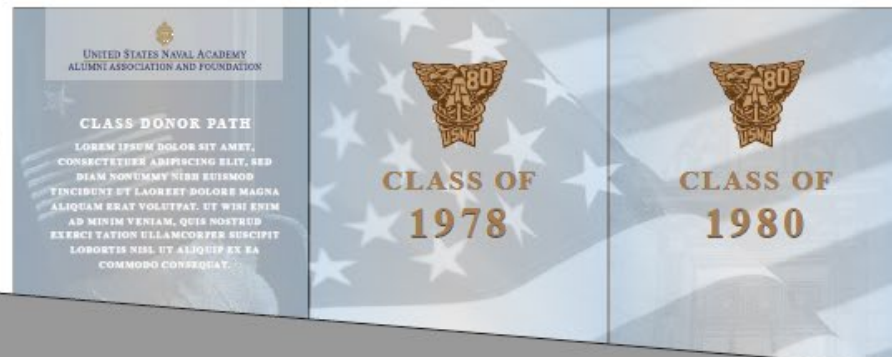


intro panel

250k donor classes



\$250k donor classes



Angled, precast concrete base

Scale: 3/4"=1'-0"

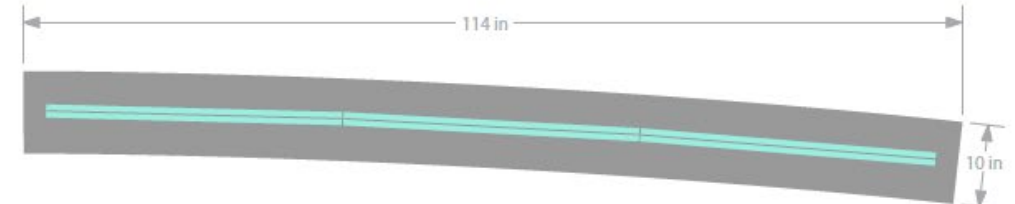
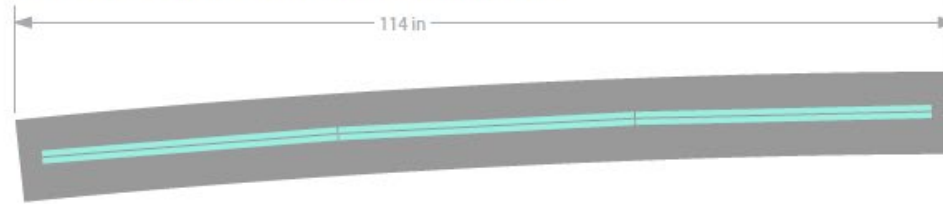
*\* Proposed design rendering, (Briefed to the Council of Class Presidents 05 Nov 2020)*





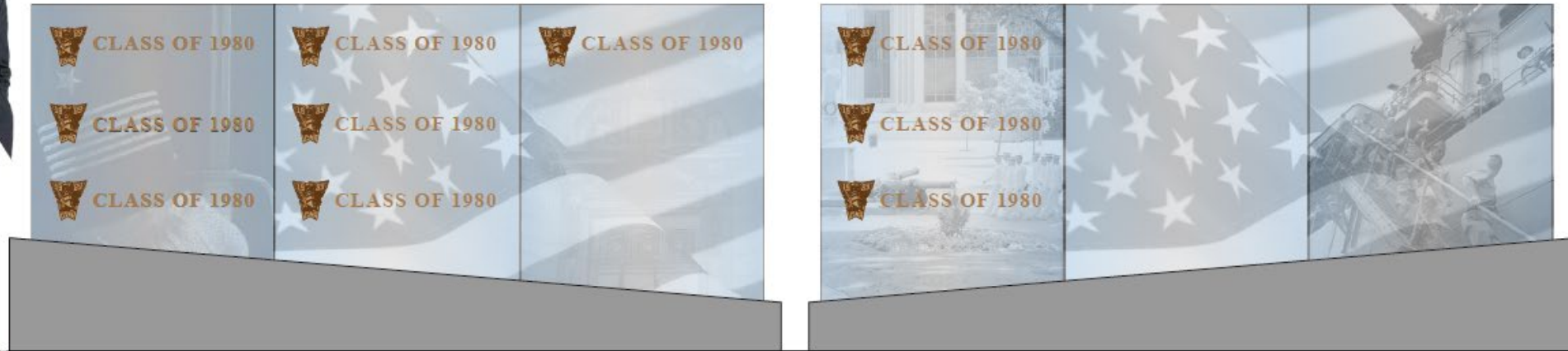
## CLASS GIVING - EXTERIOR LOCATION

GLASS PANELS WITH IMAGE COLLAGE  
ATTACHED CREST, DIMENSIONAL LETTERS



100k donor classes

\$100k donor classes



Angled, precast concrete base

Scale: 3/4"=1'-0"

*\* Proposed design rendering, (Briefed to the Council of Class Presidents 05 Nov 2020)*

# ALUMNI CENTER FUNDRAISING UPDATE

(as of February 28, 2021)

- Total Confirmed Commitments \$31.1M
  - Potential from Pending Proposals \$ .5M  
(2 proposals pending)
- Total \$31.6M

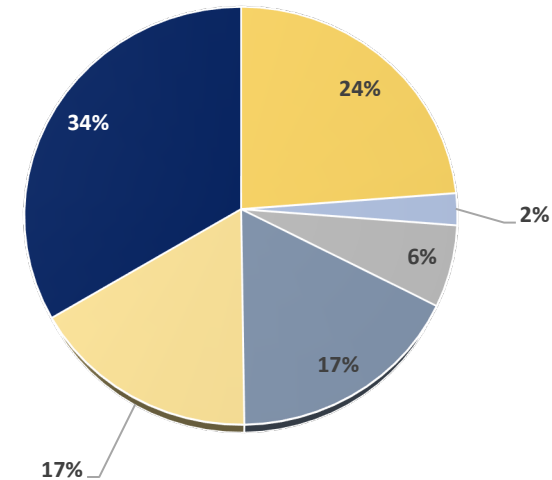
**Note: We are tracking to an additional \$5.8M in potential gifts from 26 Class projects**



# ALL ACADEMY CHALLENGE RESULTS BY AREA OF SUPPORT

	Dollars
Academics	296,994
Admissions	30,758
Alumni Center	78,793
Athletics	215,226
Leadership and Ethics	208,304
Unrestricted	419,150
	<u>1,249,226</u>

- Academics
- Admissions
- Alumni Center
- Athletics
- Leadership and Ethics
- Unrestricted

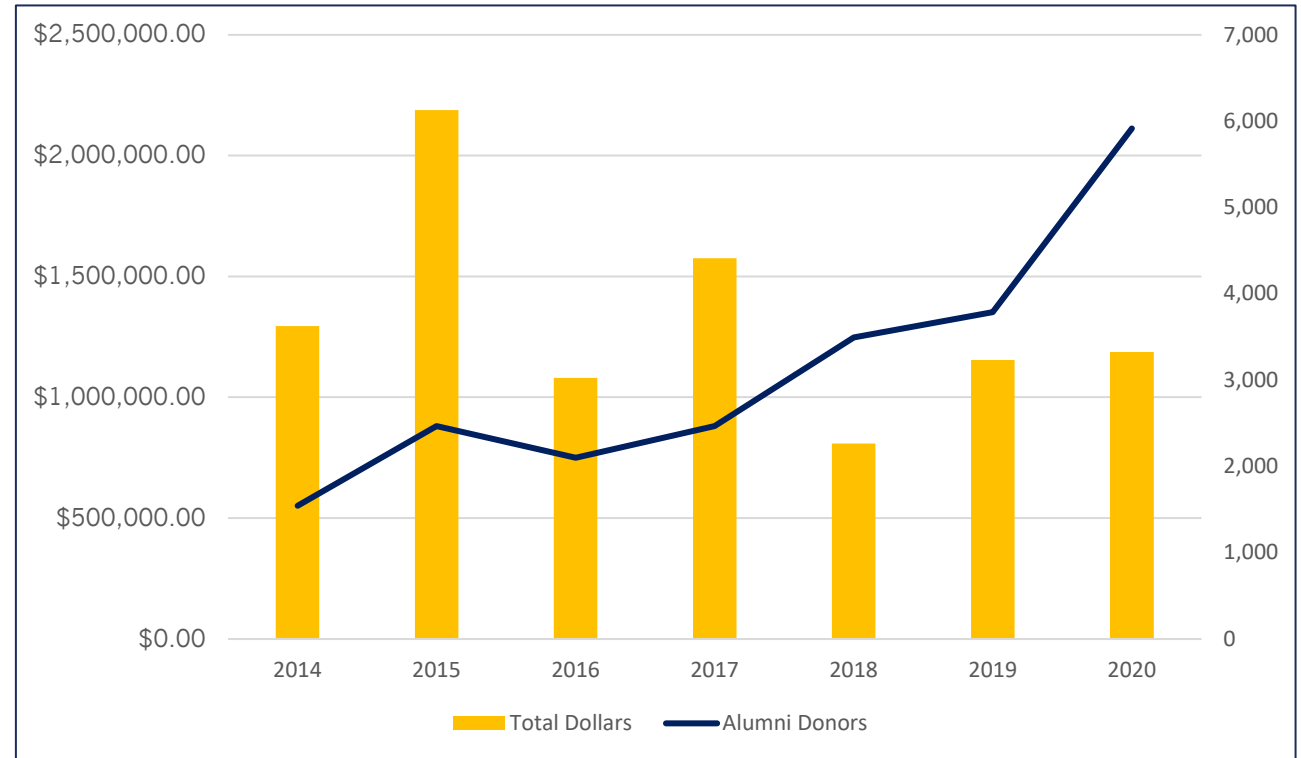


64% OF ALL RAISED FUNDS ARE DESIGNATED BY THE DONORS FOR A SPECIFIC AREA OF SUPPORT



# ALL ACADEMY CHALLENGE RESULTS BY YEAR

Year	Total Dollars	Alumni Donors
2014	\$1,295,074.00	1,541
2015	\$2,187,540.91	2,464
2016	\$1,080,514.00	2,099
2017	\$1,574,815.65	2,465
2018	\$808,135.00	3,491
2019	\$1,153,962.65	3,785
2020	\$1,187,552.08	5,915
<b>Overall</b>	<b>\$9,287,594.29</b>	<b>21,760</b>





# Council of Class Presidents (29APR21)

## Bob Gast

### VP, Treasury and Operations

# KEY TAKEAWAYS FY21

YTD 2-28-2021

- YTD Operating surplus:
  - ➔ \$2.6m *actual* (\$1.5m AHEAD of Prior Year)
- Operating Revenue:
  - ➔ \$2m AHEAD of Budget (\$1m BEHIND Prior Year)
- Operating Expenses:
  - ➔ \$486k BELOW budget (\$2.5m BELOW Prior Year)
- Consolidated Balance Sheet:
  - ➔ Assets up \$44.3mm – almost entirely from investment income
- Consolidated Income Statement
  - ➔ \$31mm in overall contributions, significantly under same time prior year
  - ➔ Support to USNA \$17mm, significantly under same time prior year
  - ➔ \$60mm net surplus which included \$17mm in change in accounting policy



PROPRIETARY



PERKINS —  
EASTMAN

## Craig Washington VP, Engagement and Communications



# COMMUNICATIONS/SHIPMATE

- We will continue to prioritize relevant content recognizing the needs of alumni of 8 decades in *Shipmate*, WaveTops, social media, usna.com and more
- HiveBrite
  - Includes an App
  - Facilitates communications and event management
- Open search for Executive Director of Strategic Communications  
<https://usna.isolvedhire.com/jobs/>



# ALUMNI ASSOCIATION: CAREER SERVICES SERVICE ACADEMY CAREER CONFERENCE – SACC



The banner features a night-time photograph of the Lincoln Memorial and the Washington Monument, with the Lincoln Memorial's lights reflecting on the water. The SACC logo is in the top left, and navigation links are in the top right. The event dates and title are centered, and registration buttons are at the bottom.

**SACC**  
SERVICE ACADEMY CAREER CONFERENCE

HOME ▾ FEBRUARY EVENT ▾ **MAY EVENT ▾** AUGUST EVENT ▾ NOVEMBER EVENT ▾ JOB BOARD

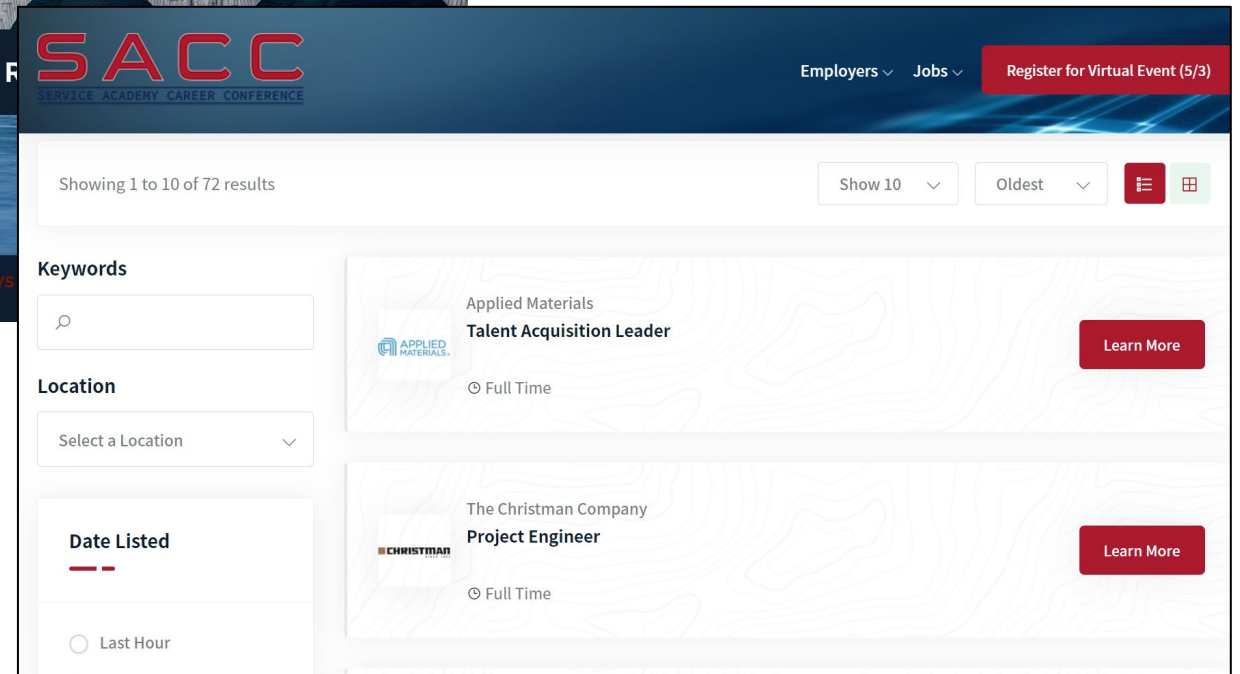
MAY 3-7 2021  
**VIRTUAL SACC**

**CANDIDATE REGISTRATION** **COMPANY REGISTRATION**

**DATE**  
May 3-7 2021

**LOCATION**  
Virtual

**DAYS**  
17



The interface shows a search results page for the SACC Virtual Event. It includes a search bar, filters for keywords, location, and date listed, and a list of job openings with 'Learn More' buttons.

**SACC**  
SERVICE ACADEMY CAREER CONFERENCE

Employers ▾ Jobs ▾ **Register for Virtual Event (5/3)**

Showing 1 to 10 of 72 results

Show 10 ▾ Oldest ▾

**Keywords**

**Location**

Select a Location ▾

**Date Listed**

☐ Last Hour

**Applied Materials**  
**Talent Acquisition Leader**  
Full Time **Learn More**

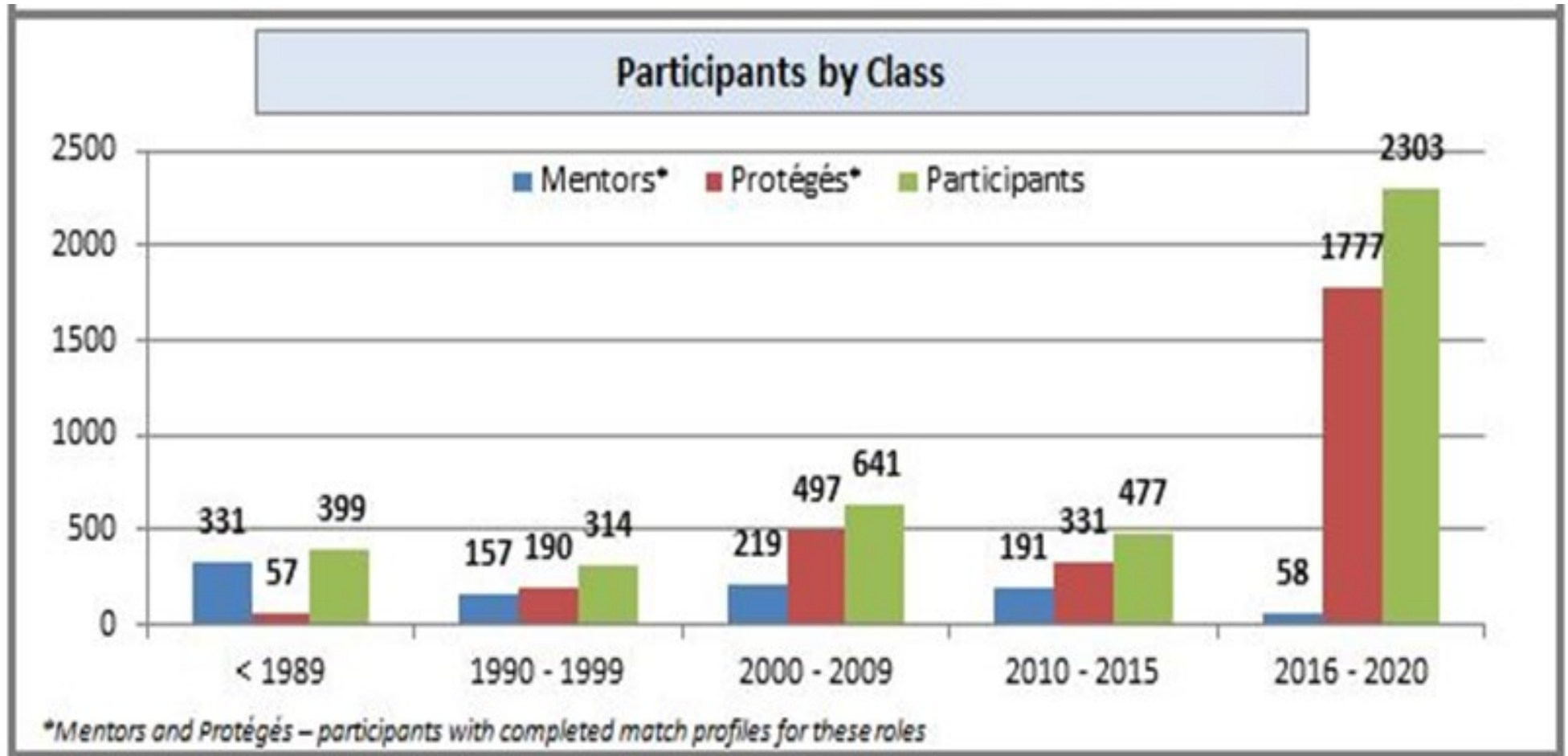
**The Christman Company**  
**Project Engineer**  
Full Time **Learn More**



# NEW SACC OFFERING



# ALUMNI ASSOCIATION: ALUMNI MENTORING PROGRAM



4,175 enrolled participants

# ALUMNI BUSINESS DIRECTORY

- 182 Alumni Owned Businesses posted
- <https://www.usna.com/directory/alumnibusiness>



# ALUMNI CENTER STATUS

## 1.) Mail Center & HAZMIN buildings

- NSA facility infrastructure condition issues/failures have created small cost overruns and schedule slip (electrical connections / water line repairs)
- New ECD 30APR
- Move out existing personnel – late Apr/early May

## 2.) Maryland Department of Environment Permits: pending

- MDE Submissions delivered to MDE & NAVFAC SEP 2020

## 3.) Alumni Center overall building project remains within budget

## 4.) Next Steps:

- Contract w/Coakley Williams will be finalized within 2 weeks
- GMP (Guaranteed Maximum Price) Contract
- 17 Month construction phase after completion of MDE permits
- Complete: Fall of 2022



# MAIL CENTER/HAZMIN EXISTING FACILITIES



**Existing HAZMIN Center**

**Outdoor HAZMAT  
storage containers**

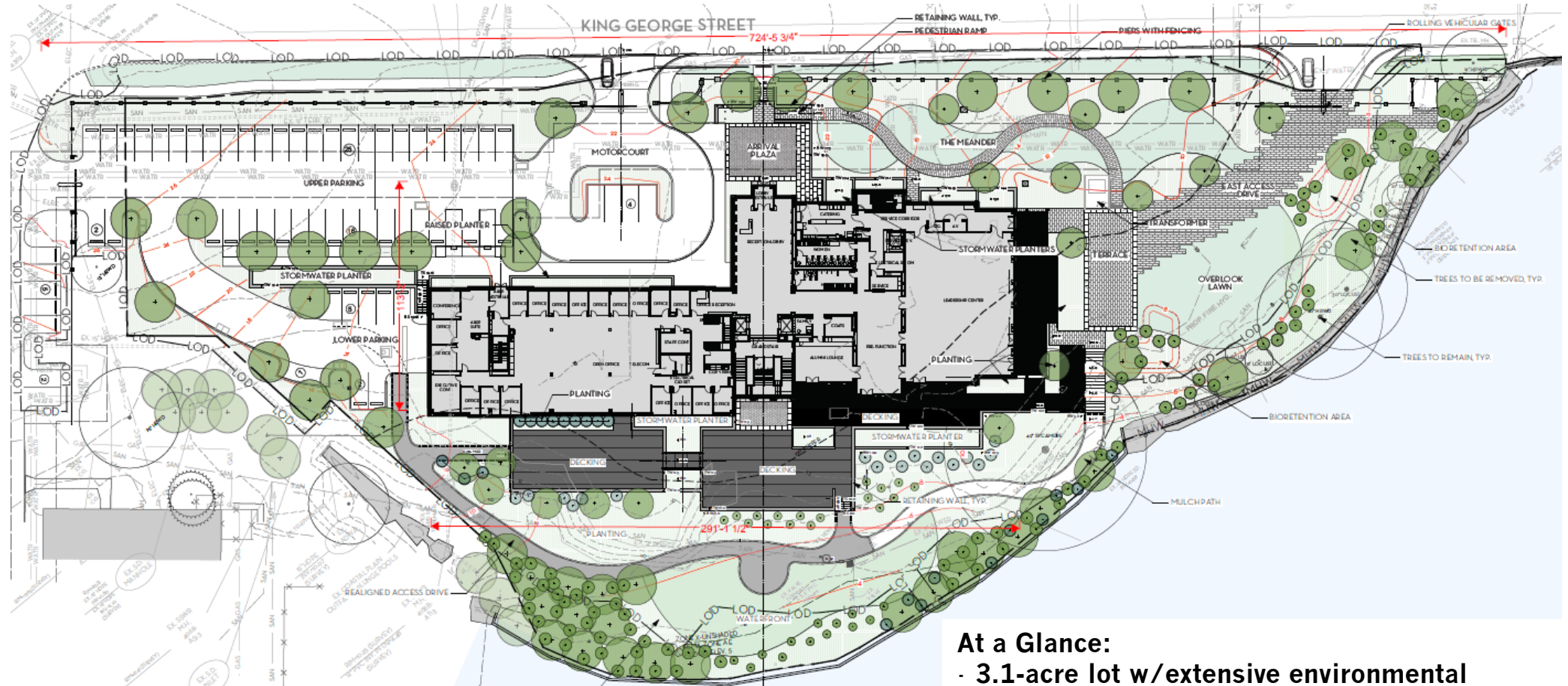
**Existing Mail Room:  
...converted home**

# FINAL SITE PLAN

Gate 1 / '67 Gate

Gate 2 / '78 Gate

Gate 3 / '85 Gate



## At a Glance:

- 3.1-acre lot w/extensive environmental improvements
- 65k sq ft building (53.3k interior / 12.5k garage)
- Two levels above ground, one below
- 98 Staff spaces
- 106 parking spots

**CALLED TO  
SERVE**

**DARING TO  
LEAD**



THE NAVAL ACADEMY  
CAMPAIGN

# ALUMNI CENTER ENTRANCE



**PERKINS —  
EASTMAN**

# NORTH GARDEN WALK



CALLED TO  
SERVE  
DARING TO  
LEAD



THE NAVAL ACADEMY  
CAMPAIGN

PERKINS —  
EASTMAN

# ALUMNI CENTER AT NIGHT



**PERKINS —  
EASTMAN**

# EAST LAWN & EAST LAWN TERRACE



**CALLED TO  
SERVE**

**DARING TO  
LEAD**



THE NAVAL ACADEMY  
CAMPAIGN

# SOUTH LAWN & DECK



**CALLED TO  
SERVE**  
**DARING TO  
LEAD**



THE NAVAL ACADEMY  
CAMPAIGN

PERKINS —  
EASTMAN

# LOBBY



*DGA Recognition  
(Digital Display)*

*Plankowner Recognition  
(Digital Display)*

*Five Electronic Displays:  
1.) Current & Former: CEO,  
BOT, BOD, A&SP Chairs  
2.) MOH/Purple Heart  
3.) Alumni in the news  
4.) Young Alumni  
5.) UNR Giving*

# ALUMNI LOUNGE

