



**CALLED TO
SERVE**

**DARING TO
LEAD**



**CELEBRATING WITH A
YEAR OF GRATITUDE**

**ADM Mark Ferguson '78, USN (Ret.)
BOT Chairman**

Topics for discussion

- **AA Strategic Plan 2020 & 2030**
- **DGA Nominations**
- **BOT Decade Rep trustees**
- **Alumni Center Project**
- **Communications with Classmates**
- **Survey results: Path forward**



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Survey Participation

| Decade of Graduation | Count | % of Survey respondents | % of Alumni Population |
|----------------------|-------|-------------------------|------------------------|
| 1950s and earlier | 275 | 5% | 5% |
| 1960s | 1146 | 20% | 11% |
| 1970s | 1512 | 26% | 14% |
| 1980s | 1015 | 18% | 17% |
| 1990s | 602 | 10% | 16% |
| 2000s | 721 | 13% | 16% |
| 2010s | 357 | 6% | 21% |
| Non-grad | 91 | 2% | |
| Did not to answer | 19 | 0% | |
| | 5738 | | |



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Qualification of Data

Project Overview / Respondent Profiles

Respondent Profiles / Alumni 5,738 Respondents

| Gender | Population | Survey | 1970s and earlier | 1980-1990s | 2000-2010s |
|-------------------------|------------|--------|-------------------|------------|------------|
| Man | 89.7% | 87% | 100% | 85% | 78% |
| Woman | 10.3% | 12% | 0% | 15% | 20% |
| Non-binary | 0% | <1% | 0% | <1% | <1% |
| Prefer to self-describe | 0% | <1% | 0% | <1% | <1% |
| Prefer not to answer | 0% | 1% | 0% | <1% | 1% |

| LGBTQ+ Community | Population Unknown | Survey | 1970s and earlier | 1980-1990s | 2000-2010s |
|----------------------|--------------------|--------|-------------------|------------|------------|
| LGBTQ+ | | 3% | 1% | 2% | 6% |
| Non-LGBTQ+ | | 71% | 89% | 73% | 55% |
| Ally | | 19% | 7% | 18% | 29% |
| Prefer not to answer | | 7% | 3% | 7% | 10% |

| Race/Ethnicity | Population | Survey | 1970s and earlier | 1980-1990s | 2000-2010s |
|-------------------------------------|------------|--------|-------------------|------------|------------|
| White | | 76% | 88% | 73% | 68% |
| Hispanic, Latinx, or Spanish origin | | 7% | 1% | 6% | 11% |
| Black or African-American | | 5% | 2% | 6% | 6% |
| Asian | | 4% | 1% | 4% | 5% |
| American Indian or Alaska Native | | 1% | 1% | 1% | 2% |
| Native Hawaiian or Pacific Islander | | <1% | <1% | 1% | <1% |
| Middle Eastern or North African | | <1% | <1% | <1% | 1% |
| Another race or ethnicity | | <1% | <1% | 1% | <1% |
| Prefer not to answer | | 13% | 9% | 14% | 16% |

| Overall Alumni Ethnicity | % Total |
|------------------------------------|---------|
| White | 84.12 |
| African-American | 4.63 |
| Asian-American | 3.38 |
| Native Hawaiian / Pacific Islander | 0.17 |
| Hispanic | 5.69 |
| Native American | 0.46 |
| Multiple Races | 1.55 |

SimpsonScarborough / USNA Alumni Association — Census Study

July 2021— 8



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Survey Results

- **Survey conducted 31MAR21 – 23APR21**
- **Survey vendor – SimpsonScarborough provided initial survey data to BOT in late June. The initial analysis required additional effort that SS determined was beyond their capability to support.**
- **Contract established in Aug with Fleishmann Hillard to continue analysis and provide report**
- **FH draft report submitted to AdHoc committee in late Nov**



High Level Early Observations

- **Confusion over AA, Foundation and A&SP mission and intersection**
- **Opportunities exist to increase engagement with younger alumni**
- **Continued demand signal for Alumni Service Support: (Career Services, Alumni Mentoring, Business Networking)**



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Next Steps

- **Initial Survey findings and Draft report from FH being reviewed by BOT & AdHoc Cmte**
- **Anticipate follow on mtgs with BOT, BOD, COCP and other volunteer leaders in January prior to release of final report to all alumni**



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