



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

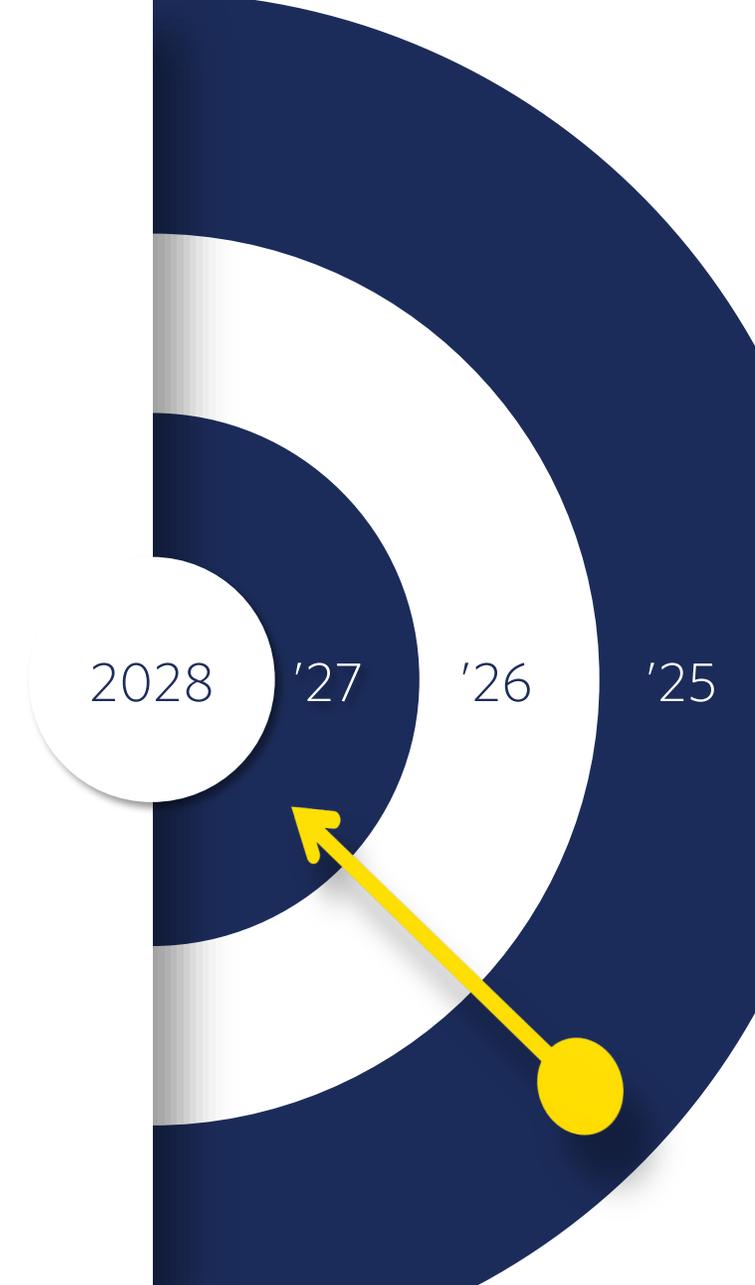
LEGACY PROGRAMS

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



< DUAL WORKSTREAMS >



USNA
(CANDIDATES)

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

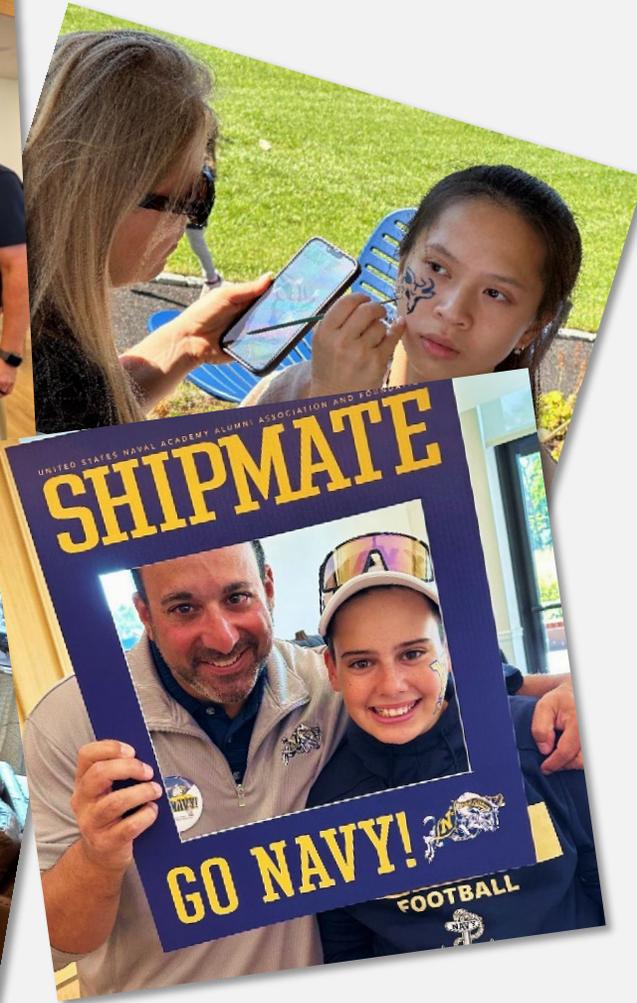
25 Oct – FAU (Homecoming)

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

