BOT HAILS

ADM Samuel J. Locklear ’77, USN (Ret.)
Chairman, Board of Trustees
BOT HAILS

Andrew J. Kirkpatrick '86
Mid Atlantic Region Trustee-elect

Steve Clark Hall '75
Western Region Trustee-elect

Mark S. Rupprecht '76
Hampton Roads Chapter Trustee

Douglas D. Ballard '74
OR & SW Washington Chapter Trustee

Christopher Perrien '74
NC Triangle Chapter Trustee

Scott Bethmann '80
Jacksonville Chapter Trustee

Alan Lerchbacker '74
San Diego Chapter Trustee

Todd C. Nichols '72
Puget Sound Chapter Trustee

Tim Wolf '87
Upper Midwest Chapter Trustee

Steve Clark Hall '75
Western Region Trustee-elect
BOT FAREWELLS

ADM Robert J. Natter ’67, USN (Ret.)
Chairman, Board of Trustees
BOT FAREWELLS

James N. Adkins Jr. '58
Puget Sound Chapter Trustee

David J. Kern '81
Hampton Roads Chapter Trustee

Barbette H. Lowndes '80
San Diego Chapter Trustee

Liam Lane '02
San Francisco Bay Area
Chapter Trustee

Mel J. Meinhardt '80
Miami Chapter Trustee

Veronica Rogers '87
Mid-Atlantic Region Trustee

Robert E. Sonnenberg '70
Quantico Chapter Trustee
WELCOME

• Bryan Roach ’97, Senior Vice President for Finance and Administration
ALUMNI IN THE NEWS

• ADM Harry Harris ’78, USN, nominated to serve as U.S. Ambassador to South Korea upon retirement

• Astronaut LtCol Nicole Mann ’99, USMC, receives United Soccer Coaches 2017 Jerry Yeagley Award for Exceptional Personal Service

• Thomas Modly ’83 sworn in as Under Secretary of the Navy

• J. Kevin White ’92 wins $1 million “Creator Award” for innovative system to bring vision care and corrective lenses to communities in need worldwide.
20TH DISTINGUISHED GRADUATE AWARDS

RADM Lawrence C. Chambers, USN (Ret.)
Class of 1952

ADM James R. Hogg, USN (Ret.)
Class of 1956

Senator John S. McCain III
Class of 1958

MajGen Charles F. Bolden Jr., USMC (Ret.)
Class of 1968

Mr. Steven S. Reinemund
Class of 1970

ADM Timothy Keating, USN (Ret.)
Class of 1971
CONSTRUCTION: CHANGING FACE OF THE YARD

Hopper Hall

Terwilliger Center for Student-Athletes

Alumni Association and Foundation Center
BEACH HALL MOVE

MOVE IS ON SCHEDULE FOR JULY/AUGUST

Future Foundation Offices (bldgs 274, 252 1st floor, and computer room in 275)

Beach Hall
MAJOR INITIATIVES FY18

- Shared Interest Group Rollout
- Increased Campaign Momentum
- Examination and Revision of the DGA Selection Process and Program
- Preliminary Planning and Fundraising for Alumni Association and Foundation Center
- Launch of Club and Chapter Awards Program
- Overhaul of Electronic Communications Tools
- 2018 Joint Service Academy Cyber Security Summit
MAJOR INITIATIVES FY19

- Public Campaign Launch
- Progress on Alumni Association and Foundation Center
- Shared Interest Group Expansion
- Launch of Revamped Electronic Communications Tools
STAFFING UPDATE

• Natalie Brianas, Director of Donor Relations
• Bryan Roach ’97, Senior Vice President, Finance & Administration
• Shawn Robinson, Gift Processor
• Dan Quattrini ’81, Associate Director, Class Legacy Gift Programs
## Financial Update

### FY 2017 vs FY 2018 (3/31/18)

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 2017</th>
<th>FY 2018 (3/31/18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$295 M</td>
<td>$333 M</td>
</tr>
<tr>
<td>Investments</td>
<td>$240 M</td>
<td>$261 M</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$30 M</td>
<td>$31 M</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$265 M</td>
<td>$302 M</td>
</tr>
<tr>
<td>Contribution Income</td>
<td>$55.9 M</td>
<td>$53.8 M</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>$10.5 M</td>
<td>$7.5 M</td>
</tr>
<tr>
<td>Support to USNA</td>
<td>$31.2 M</td>
<td>$23.3 M</td>
</tr>
</tbody>
</table>
SUCCESS TO DATE
(through 31 March 2018)

$400 MILLION GOAL

Public Launch Target: August –November 2018

Raised

$327.4 Million

Needed

$72.6
UPCOMING EVENTS

11 May: USNA Alumni Association Board of Trustees Meeting

23 May: Blue Angels Demonstration

25 May: Class of 2018 Graduation and Commissioning

31 May - 4 June: All Academy Challenge

29 August – 1 September: Hawaii Campaign Leadership Event/ 1 September Navy Football vs. Hawaii

25 – 27 October: President’s Circle Weekend and Navy vs. Notre Dame in San Diego

6 October: Navy vs. Air Force in Colorado Springs, CO

7 – 9 November: Annapolis Campaign Launch/ 8 November Foundation Board Meeting

8 December: Navy vs. Army in Philadelphia
<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 1</td>
<td>At Hawaii</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td><strong>September 8</strong></td>
<td><strong>Memphis</strong></td>
<td><strong>Annapolis, MD</strong></td>
</tr>
<tr>
<td>September 15</td>
<td>Lehigh</td>
<td><strong>Annapolis, MD</strong></td>
</tr>
<tr>
<td>September 22</td>
<td>At SMU</td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>October 6</td>
<td>At Air Force</td>
<td>Colorado Springs, CO</td>
</tr>
<tr>
<td><strong>October 13</strong></td>
<td><strong>Temple</strong></td>
<td><strong>Annapolis, MD</strong></td>
</tr>
<tr>
<td><strong>October 20</strong></td>
<td><strong>Houston</strong></td>
<td><strong>Annapolis, MD</strong></td>
</tr>
<tr>
<td>October 27</td>
<td>Notre Dame</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>November 3</td>
<td>Cincinnati</td>
<td>Cincinnati, OH</td>
</tr>
<tr>
<td>November 10</td>
<td>at UCF</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td><strong>November 17</strong></td>
<td><strong>Tulsa</strong></td>
<td><strong>Annapolis, MD</strong></td>
</tr>
<tr>
<td>November 24</td>
<td>Tulane</td>
<td>New Orleans, LA</td>
</tr>
<tr>
<td>December 1</td>
<td>AAC Championship</td>
<td>TBD</td>
</tr>
<tr>
<td>December 9</td>
<td>Army</td>
<td>Philadelphia, PA</td>
</tr>
</tbody>
</table>
DISTINGUISHED CHAPTER SELECTION

- 2017 Winners selected
- Selection criteria is the same process used every three years to select the “Other Chapters” represented on the Alumni Association Board of Trustees (ref: BOT Operations Manual Appendix A)

Evaluation based on:
A. Leadership Team
B. Communication
C. Promoting/Supporting USNA Mission
D. Coordination with Local Area USNA-affiliated Organizations (Parent Club, BGO community, etc)
E. Membership Growth

- 2018 Submissions due by JULY 30 2018
DISTINGUISHED CHAPTER SELECTION

2017 Winners:
• Hampton Roads (Mid Atlantic)
• Upper Midwest (Central)
• North Carolina Triangle (Eastern)
• Oregon & Southwest Washington (Western)
ENGAGEMENT UPDATE
ALUMNI ASSOCIATION SNAPSHOT

- 79,000 living Alumni
- More than 62,000 Members
- 10 Decades of Classes Represented
- 100 Chapters
- 84 Parents Clubs
- 3,671 Parent Members
2018 REGIONAL TRUSTEE ELECTION

CDR Steve Clark Hall '75, USN (Ret.)
Re-elected: Western Region Trustee

Andrew J. Kirkpatrick '86
New: Mid-Atlantic Region Trustee
### 2018 Regional Trustee Election

#### Turnout %

<table>
<thead>
<tr>
<th>Group</th>
<th>Internet</th>
<th>Paper</th>
<th>Phone</th>
<th>Total</th>
<th>Electorate</th>
<th>Turnout %</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATL</td>
<td>2100</td>
<td>1157</td>
<td>65</td>
<td>3322</td>
<td>12864</td>
<td>25.82</td>
</tr>
<tr>
<td>West</td>
<td>1341</td>
<td>967</td>
<td>38</td>
<td>2346</td>
<td>10954</td>
<td>21.42</td>
</tr>
<tr>
<td>Total</td>
<td>3441</td>
<td>2124</td>
<td>103</td>
<td>5668</td>
<td>23818</td>
<td>23.80</td>
</tr>
</tbody>
</table>

#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Votes</th>
<th>Electorate</th>
<th>Turnout %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>305</td>
<td>2414</td>
<td>12.63</td>
</tr>
<tr>
<td>Male</td>
<td>5363</td>
<td>21404</td>
<td>25.06</td>
</tr>
</tbody>
</table>
BOARD
COMPOSITION/DIVERSITY

<table>
<thead>
<tr>
<th></th>
<th>MAY10</th>
<th>MAY13</th>
<th>DEC17</th>
<th>MAY18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ave Age</td>
<td>66</td>
<td>56</td>
<td>57</td>
<td>58</td>
</tr>
<tr>
<td>M/F ratio</td>
<td>28/0</td>
<td>25/3</td>
<td>23/5</td>
<td>25/3</td>
</tr>
</tbody>
</table>

Trustee demographics concern;

• Classes represented now includes 3 Trustees from Millennial Generation (McCarthy ‘00, Augusto ‘02, Spivey ‘13)

• Female Membership = 5 (Rogers*, Vernazza, Cragin, Lowndes*, Greenberg)

  * May 2018 – Rogers and Lowndes last BOT
SHARED INTEREST GROUPS

USNA Women

Run to Honor
SHARED INTEREST GROUP UPDATE

- **January – March 2017:** MASC & Alumni Association staff solicit alumni to form Shared Interest Groups
  - USNA Women
  - Run to Honor
- **April – June 2017:** MASC & Alumni Association staff review submitted SIG charters and submit approved charters to EXCOM for approval to proceed
- **May 2017:** MASC reports pilot project progress to EXCOM & BOT at Spring meeting
- **July 2017 – June 2018:** MASC and Alumni Association staff work with SIGs to establish beneficial relationships
- **December 2017:** MASC reports pilot project progress to EXCOM & BOT at Fall meeting
- **January 2018:** SIGs submit annual reports to Alumni Association staff
- **February 2018:** Alumni Association submits survey to all SIGs to collect data
- **May 2018:** MASC reports pilot project progress to EXCOM & BOT at Spring meeting and seeks approval to convert the pilot into a formal program or end the SIG project
- **June 2018:** Pilot completed. Alumni Association conducts survey/interview with SIG leaderships
**Engagement score reflected was tracked on the original members of each SIG**

<table>
<thead>
<tr>
<th>SIG</th>
<th>Initial Membership</th>
<th>Current Membership</th>
<th>Initial Engagement Score</th>
<th>Current Engagement Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>USNA Women</td>
<td>67</td>
<td>904</td>
<td>44.4</td>
<td>51.3</td>
</tr>
<tr>
<td>Run to Honor</td>
<td>37</td>
<td>50</td>
<td>27.6</td>
<td>39.2</td>
</tr>
</tbody>
</table>
DESCRIPTION:
To provide a network for alumnae throughout the USNA alumni association. Activities will endeavor to perpetuate the history, traditions, memories, and growth of the Naval Academy and bind alumnae together in support of the highest ideals of command, citizenship and government.
Run To Honor
For our shipmates who have made the ultimate sacrifice.
Virtual Memorial Hall

USNA Virtual Memorial Hall

The USNA Virtual Memorial Hall exists to perpetuate the memory of alumni of the United States Naval Academy who have died in service to their country. As President Lincoln said in his Gettysburg Address, "It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us -- that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

This site demands input from friends, family, classmates, and shipmates of the fallen. No team of historians could possibly provide the nuanced understanding of who these men and women were. Stories and anecdotes, no matter how trivial, will help us learn. Please contribute!

U.S. NAVAL ACADEMY

VIRTUAL MEMORIAL HALL
Virtual Memorial Hall

USNA Virtual Memorial Hall

The USNA Virtual Memorial Hall exists to perpetuate the memory of the USNA alumni of the United States Naval Academy who have died in the service of their country. As President Lincoln said in his Gettysburg Address, they who fought here have thus far so nobly advanced. It is fitting and proper that we here dedicated to the great task remaining before us -- the thankless task of making men as honored dead we take increased devotion to that cause for which they gave the last full measure of devotion.

This site demands input from friends, family, classmates, and shipmates of the fallen. No team of historians could possibly provide the nuanced understanding of who these men and women were. Stories and anecdotes, no matter how trivial, will help us learn. Please contribute!

Travis Manion
Class of 2004
LT, USMC
April 29, 2007 (26 years old)
Silver Star, KIA, Bronze Star, Iraq, Ground

Brendan Looney
Class of 2004
LT, USN
September 21, 2010 (29 years old)
KIA, Afghanistan, Bronze Star, SEAL, Helicopter
DEVELOPMENT UPDATE
WELCOME

• Dan Quattrini ’81, Associate Director, Class Legacy Gift Programs
SUCCESS TO DATE
(through 31 March 2018)

$400 MILLION GOAL

Public Launch Target: Late August 2018

$327.4 Million          $72.6
Raised                Needed
CAMPAIGN PHASES

Planning Phase – for the select
• Case development
• Update prospect list
• Select leadership gift solicitation

Quiet Phase – for the few
• Principal and major gift donors focus
• “Quiet but not silent”

Public Launch – for all
• Continue principal and major gift donors
• Increase number of President’s Circle donors
• Invite all to participate in the campaign success
NATIONAL CAMPAIGN LEADERSHIP STRUCTURE

USNAF Board of Directors

Campaign Executive Committee

Campaign Priority Committees:
- Cyber and STEM-Related Disciplines
- International Programs
- Physical Mission Leadership

Regional Campaign Activity:
- NYC Metropolitan
- Northern California
- Midwest
- Mountain West
- Georgia/Florida
- Texas
PUBLIC LAUNCHES ARE . . .

Unique – not same old, same old
• New look of invitations/communications/marketing
• New dynamic of events

Inspirational
• Donors see impact of philanthropy
• Non-donors inspired to give
• Promote pride in institution

Informative
• Tell the story of philanthropy in a compelling way

A milestone in the life of an institution
• Key moment in fulfilling a strategic plan

Investment in the future . . .
• Establishing new benchmarks and volunteer structures for future giving and growth
CAMPAIGN LAUNCH: FALL 2018 – SPRING

Annapolis: 7 - 9 Nov 2018
San Diego: 27 - 29 Oct 2018
NYC 2019
Texas 2019
Northern California 2019
Southern California 2019
SUMMARY: USNA CASE PRIORITIES THROUGH 2020

• Midshipman Welfare Fund
  • Club Sports
  • Extracurricular Activities
  • Musical Activities

• Academic Excellence
  • Center for Academic Excellence
  • International Programs
  • Faculty Recruitment, Research and Development
  • Cyber-Related Disciplines

• Admissions Excellence
  • Admissions Forums
  • Candidate Support
  • NAPS

• Leadership Excellence
  • Experiential Leadership Development

• Athletic Excellence
  • NMCMS Blue Side
  • Terwilliger Center for Student Athletes
  • Athletic Excellence
SUMMARY: ENTERPRISE PRIORITIES THROUGH 2020

- Alumni Center
  - Legislation
  - Lease Negotiations
  - Refine Cost Estimates

- Annual Fund

- Campaign Fund
ALL ACADEMY CHALLENGE

5 Teams. 5 Days. 1 Mission.

31 MAY – 4 JUNE
MARKETING AND COMMUNICATIONS UPDATE
OVERHAUL OF ELECTRONIC FOOTPRINT AND TOOLS
LAUNCH PUBLIC PHASE OF THE CAMPAIGN