



FOR ALL THE **RIGHT** REASONS



UNITED STATES NAVAL ACADEMY ALUMNI ASSOCIATION

Board of Trustees President's Report

3 May 2013

Thank You!

Volunteer Leadership

As always, thank you for your willingness to serve your Alumni Association, our Alumni and the U. S. Naval Academy

Welcome Aboard!

- Tim Kobosko '80 – 80s Decade Rep
- Dave Forman '98 – 90s Decade Rep
- Ian Cameron '12 – 10s decade Rep

Today's Topics update December's

- Naval Academy Strategic Plan
- USNA AA Plan 2020 Update
- Financial Update
- Foundation Update
- Engagement Update
- How You Can Help
- On the Horizon

Naval Academy Strategic Plan

Academy Priorities under Plan 2020

No Change – To remind

Looking Forward

/// USNA AA Plan 2020

/// Naval Academy Annual Fund

/// Admissions

- Admissions Excellence and STEM Programs
- Naval Academy Preparatory School (NAPS)

/// Academics

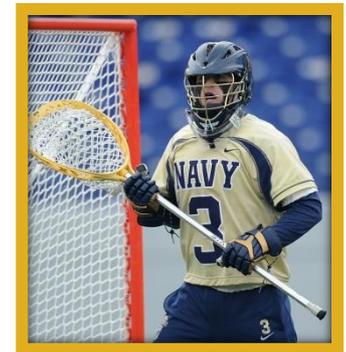
- Center for Cyber Security Studies
- Project-Based Learning
- Faculty Recruitment & Development
- International Education Excellence
- Center for Academic Excellence
- Naval Academy Science & Engineering Conference
- Midshipman Research and Internships
- Distinguished Visiting Professors

/// Leadership, Character, & Ethics

- Stockdale Center for Ethical Leadership
- Distinguished Military Professors
- Experiential Leadership Learning
- Naval Academy Leadership Conference

/// Athletic Excellence

- Fund for Athletic Excellence



/// Capital Projects

- NAPS
- Athletic Facilities
- Center for Cyber Security Studies
- Midshipman Activities Center

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Plan 2020 Objectives Overview

● Improvement Needed

● Making Progress

● Meeting Expectations

Board Composition/Diversity

- Steadily increase board diversity to reflect makeup of the alumni.

Organizational Development & Alumni Services

- Provide services that engage our members in support of the Mission and Vision.
- Sustain the Alumni Association as a high performing organization.

Membership: Numbers & Profile

- Build and sustain lifelong and meaningful relationships with increasing numbers of alumni, parents, families and friends.

Physical Plant, Facilities

- Modern, low maintenance infrastructure minimum cost.

Equipment & Technology

- State-of-the-art management and communications technologies to meet the demands of an increasingly IT-sophisticated membership, but not ignoring the needs of older alumni.

Plan 2020 Objectives Overview

Engagement (Strategic Communications & Outreach)

- More effectively engage Alumni, families and friends via strategic communication and outreach.
- Build and sustain lifelong and meaningful relationships
- Be a trusted source of information.

Relevance & Support of USNA

- Be relevant to, and in full partnership with the Naval Academy in support of its mission.
- Demonstrate an understanding of Naval Academy leaders' key concerns and needs.
- Engage members in support of USNA strategic imperatives.

Financial Security

- Improve financial resources to promote self-sufficiency.
- Enhance and preserve Alumni Association fiscal health with financial integrity, strategic budgeting and cost-effective programs.

Organizational Development & Alumni Services



Our programs and services – need to measure ROI and ROM (return on mission)

- Metrics will tell us why alumni engage (or not)
- Knowing what they value will help us grow
- Factors that affect engagement/participation
 - Location
 - Generation
 - USNA experience
 - Community

Survey those who engage with us --- And those who do not

- Events, reunions, sales, travel and more
- Feedback, trends, relationship to giving
- Results will help us frame right questions for 2015 alumni survey
- Will validate our objective of being a trusted source of information
- BOT will be important part of the process as we develop the survey

KEY:



Lack programs and services that appeal and engage alumni



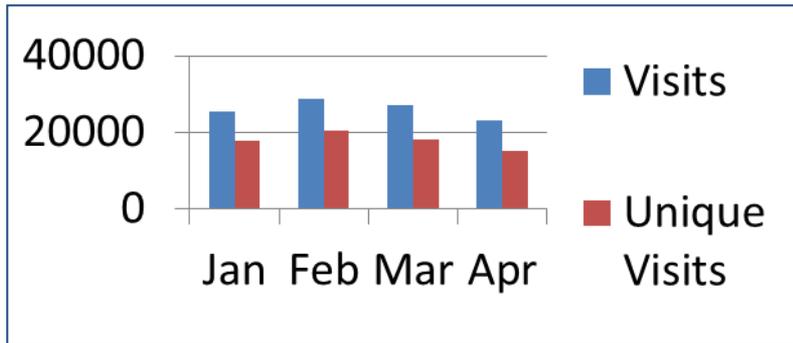
Building and implementing programs and services that constituents want



Diverse, enhanced programs that effectively engage increasing numbers of alumni

Strategic Comms & Outreach

Informed is first step to Engaged



- Campaign Strategic Efforts
- Targeted Class communications for quiet phase
- Website will continue to be utilized

- KEY:
- Lack effective communication tools used with alumni
 - Improved communication tools establish potential to reach critical number of alumni
 - Diverse, enhanced communication tools effectively reaching increasing numbers of alumni

Relevance & Support of USNA

- Growth in Contributions
 - Overall trending in positive direction
- Campaign support for USNA Ongoing
- Class & Annual Giving Ongoing
- Enhancing Relevance
 - Admissions support for STEM
 - Bonds of Gold
 - Naval War of 1812
 - UK Scholars
 - NAFAC Support

KEY:

-  Decrease in contributions
-  Maintained same level of contributions; readiness for campaign assessed
-  Significant increase in contributions and campaign preparation tracking as planned

Financial Update FY 13

Revenue

- YTD beating same period last year
- Increased Foundation development activity
- Annual Fund – strong compared to FY 12, but...

Expenses

- Executing at or below budget targets
- Watching closely

FY 14

- Revenue Challenges

FY 14-15 Budget Priorities

- Campaign Staffing
- Investments in Communications & IT
- Fully funds *Shipmate*
- Donor cultivation & stewardship

- Revenue Challenges
 - Management Fees

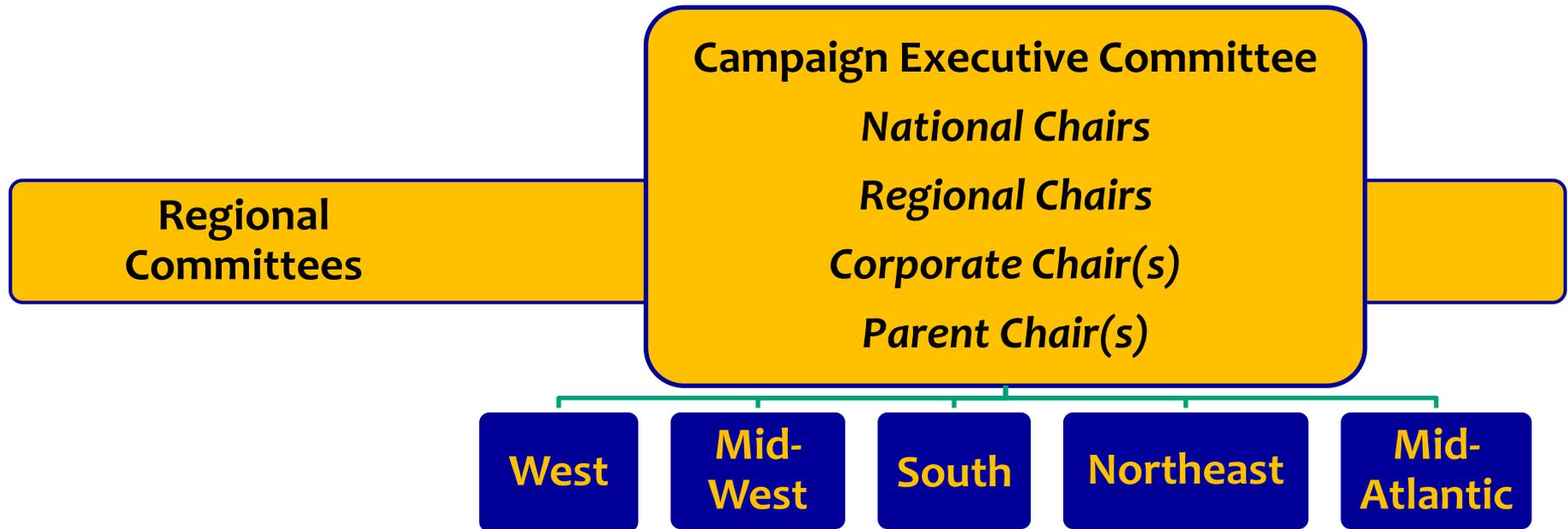
Foundation Update

Campaign Preparations Update

	2012Q3	2012Q4	2013Q1	2013Q2	2013Q3	2013Q4
Wealth Screening	Complete					
Leadership Briefings				April 22		
Feasibility Interviews				Complete		
Phone Interviews (100)			Complete			
Web-based Survey (1000)			Complete			
Campaign Readiness Assessment				Draft Complete		



Campaign Volunteer Leadership Organization (proposed)



Campaign Sequence

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Planning Phase	Yellow	Yellow	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	Light Blue
Silent Phase	Light Blue	Light Blue	Yellow	Yellow	Diagonal Yellow	Light Blue	Light Blue	Light Blue	Light Blue
Public Phase	Light Blue	Light Blue	Light Blue	Light Blue	Diagonal Yellow	Yellow	Yellow	Yellow	Yellow
Class Projects	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow



Class Project Schedule

- 10 Year Reunion Cycle
- **Years 1-5:** Annual Fund solicitation
- **Year 5:**
 - Brief class leadership on USNA strategic priorities
 - Class selects project: 1 - 3 restricted plus Annual Fund
 - Announcement at 5 year reunion
- **Years 6-10:** Execute fundraising plan
 - Major Gifts (> \$20K / year): USNAF staff solicitation
 - Special Gifts (\$2,500 - \$20,000 / year): Peer solicitation
 - Donor Base(<\$2,500 / year): Phone/mail solicitation
- ***Present gift to USNA at 10 year reunion***



First Gift

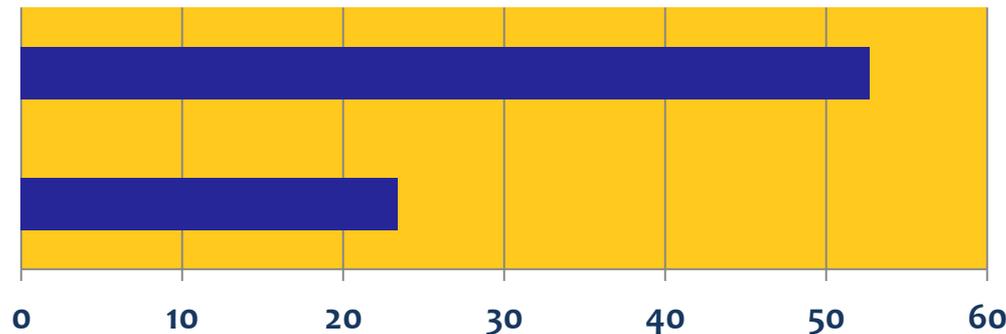
Average Alumni Giving Participation Rates

First Gift '08 – '12

52.7 %

All Alumni

23.4 %



- **Objective: cultivate philanthropy among young alumni**
- Models successful USMA program; USNA '08 first class to participate
- Voluntary; advocacy and solicitation by class leadership
- Encourages nominal monthly allotment at graduation (e.g. \$20.13)
- Enables significant **10th reunion class gift**
 - Example: 50% participation, \$10 monthly allotment >> **\$600,000**
- **FY13 initiative: First Gift Conversion for '08**
 - Convert allotments to monthly credit card payments for those leaving active duty

Engagement Update

Strategic Communications



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Strategic Engagement

- Blue Chip Dinner – Dallas
 - Ross Perot '53 interview
 - John Wroten '65
 - Matthew Elias '78
- DGA Luncheon, Ceremony, Dinner
 - Engaging DG to support USNA in targeted ways
- Naval War of 1812
 - Engagement w/ USNA



- New Grad Engagement
- Classes coming up for reunions
 - Enhance the experience in a more engaging way
- Surveys

Another Link in the Chain



- '63 graduating 2013
- '64, '65, '66 engaged with 2014, 2015, 2016
- '67 on deck

Parents

- Continue to see modest gains
- Moving Elizabeth Beedenbender to Engagement to enhance parent-chapter coordination and effectiveness
 - Increase membership Brigade and Fleet parents

Corporate Membership

Sponsorship \$\$

- FY12 \$10K (in six months)
- FY13 \$53K (without Blue Angels AGAIN!!)

More to be done

- Updating and revising Sponsorship Plan
- Still plenty of value to be “unlocked”

How You Can Help

- Class Presidents coming into reunion cycle – Talk to us about projects
- Surveys – Focus groups with BOT for 2014
- Increase awareness of on-line tools
- New Graduate engagement effort
- Increase class participation to mirror 1st Gift

On the Horizon

- 24 MAY: Graduation
- 26 JUN: I-Day 2017
- JUL-AUG *Shipmate*: 75th Anniversary
- 7 SEP: Beat Indiana! Bloomington, IN
- 12 DEC: BOT
- 14 DEC: Beat Army! Philadelphia
- 30 DEC: Bell Helicopter Armed Forces Bowl – FT Worth