



U.S. NAVAL ACADEMY  
ALUMNI ASSOCIATION AND FOUNDATION

President's Report

7 NOVEMBER 2024

# ENTERPRISE HISTORY

**1944**

U.S. Naval Academy Foundation founded to support USNA athletic programs.

**2000/2001**

AA&F begins joint operation under a single President/CEO. Foundation and Endowment Trust merge as Naval Academy Foundation and Athletic & Scholarship Programs.

**1886**

U.S. Naval Graduates' Association founded to promote social interaction and alumni memories.

**2023**

Alumni Association & Foundation relocate from Ogle Hall and Bldg 274 to collocate at the Fluegel Alumni Center.



# ENTERPRISE MISSION & PURPOSE

We **connect and support** our alumni and the U.S. Naval Academy community...

...so that the Brigade and alumni **lead and serve** at their full potential for the good of the nation.



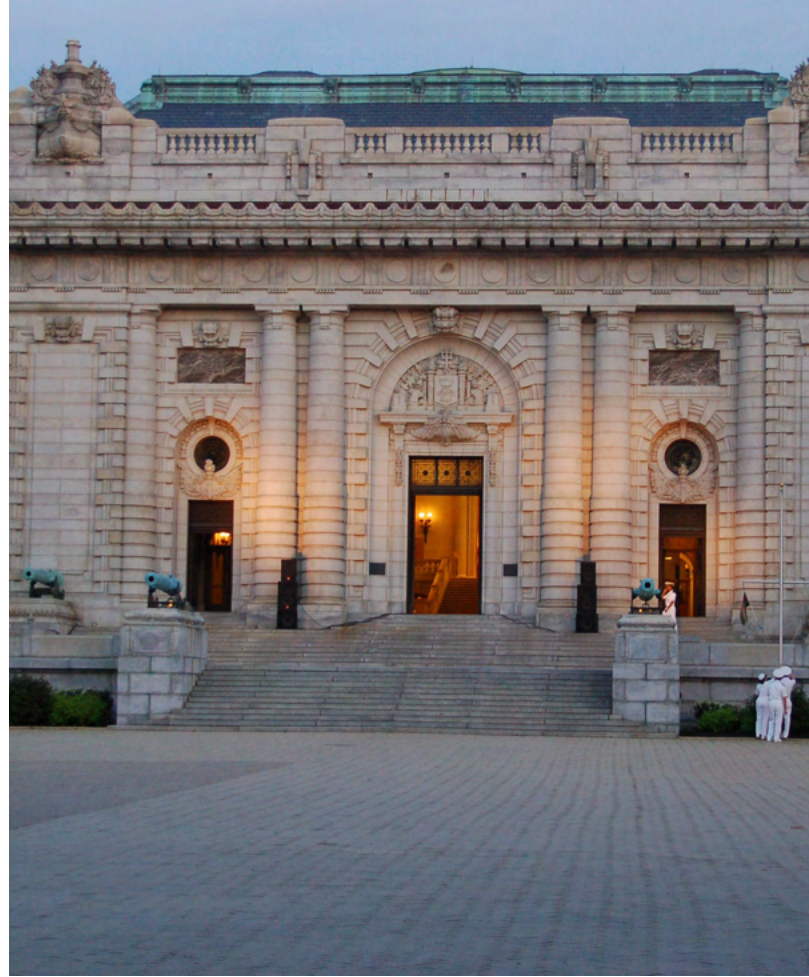
# OUR STRATEGIC IMPACT

Since 1999, the Naval Academy Foundation has raised almost **\$1.4 BILLION** to support academic, athletics and leadership programs.

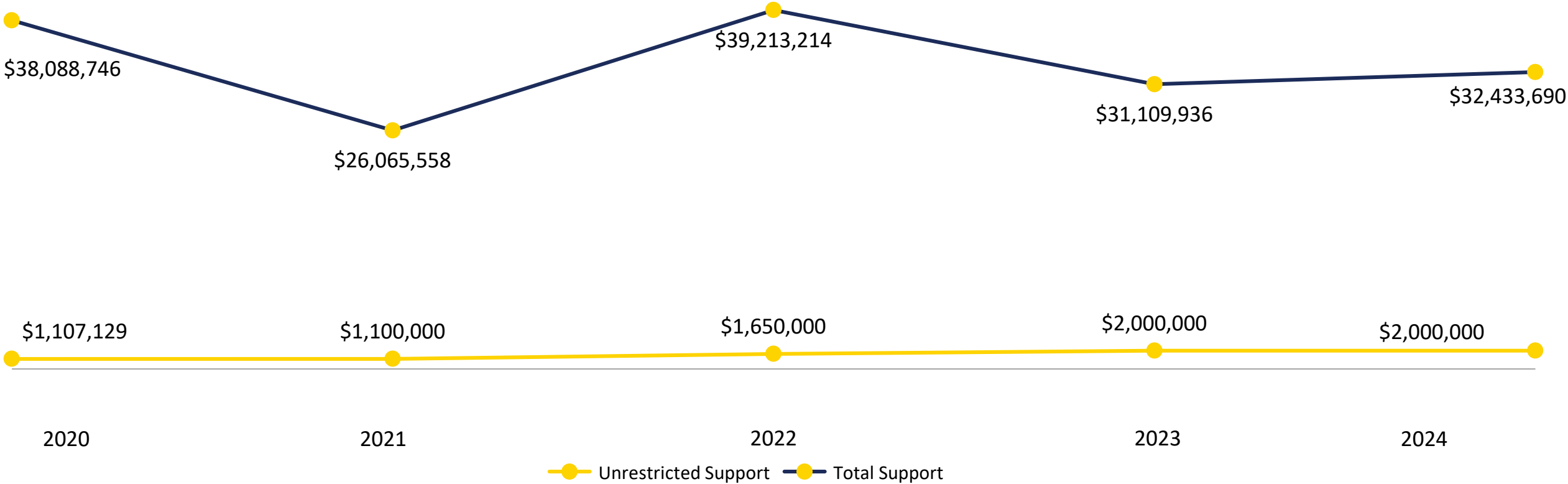
In addition, **UNRESTRICTED GIVING** has fueled the transformational growth of AA&F programs, operations and facilities.



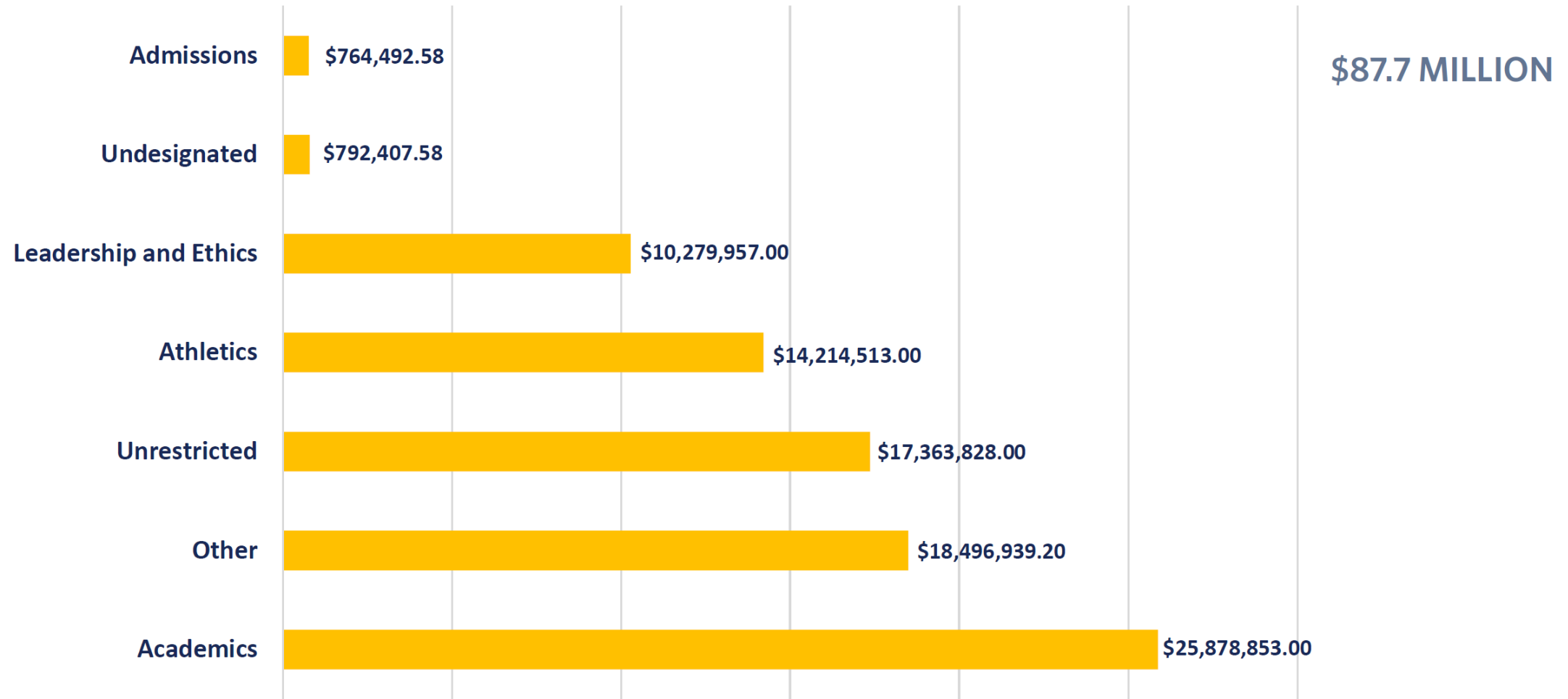
# SUPPORTING THE NAVAL ACADEMY



# FY24 SUPPORT TO USNA



# OUR IMPACT: FY24 RESULTS



# THE FUND FOR ATHLETIC EXCELLENCE



## ANOTHER RECORD YEAR, OVER \$5 MILLION RAISED!




- Supported all 36 Varsity Sports
- Club & Intramural Sports
- Locker Room Enhancements, Trophies, & Awards
- Nutrition Initiatives
- Navy-Marine Corps Memorial Stadium (NMCMS)



# NAF IMPACT: SUPERINTENDENT'S UNRESTRICTED FUND

- Expanded midshipmen Experiential Leadership opportunities, specifically the National Outdoor Leadership School (NOLS).
- Academic initiatives for the Brigade and Faculty Recruitment & Retention
- Annual faculty awards and dedication ceremony
- Office of Admissions outreach and marketing
- Facilities upgrades

# NAF IMPACT: USNA AA&F

ABOUTEVENTSUPPORTWHYGIVE   


## THE BRIGADE IS BACK

With the Brigade returning for the new academic year, we look forward to the challenges and opportunities ahead. The commitment and leadership of our midshipmen continue to inspire us, and we are deeply grateful for the unwavering support from our donor community. Your contributions play a vital role in shaping the future of these young leaders.

We are pleased to bring you the latest news and achievements from the Brigade, as well as upcoming events from the U.S. Naval Academy Alumni Association and Foundation.

### PRESIDENT'S CIRCLE WEEKEND

Join us 19-21 September for President's Circle Weekend as we welcome many of our more than 2,000 generous PC donors whose gifts ensure the Academy has the resources to develop the next generation of Naval and Marine Corps Officers. Earlier this year [we launched new President's Circle donor courtesies!](#)



### FOOTBALL SEASON IS HERE!

Save the date for our two biggest games of the season: Navy vs. Air Force and the iconic Army-Navy football game. Scheduled for 5 October, [Navy vs. Air Force](#) is a crucial part of the Commander-in-Chief's Trophy



## STEM CENTER FOR EDUCATION & OUTREACH YOUR IMPACT

**4,580** STUDENTS participated in the Summer Heroes Youth Program (SHYP) in 2024.

**42** MIDSHIPMEN participated as academic mentors in the 2024 Summer STEM Program, which hosted **990** students.

**500** FEMALE STUDENTS participated in the Girls Only STEM events, targeting under-served and under-represented populations.

**2024 YEAR-END REPORT**

Thanks to the support provided by generous donors, the U.S. Naval Academy STEM Center for Education and Outreach continues to make an impactful local and national contribution. Ongoing and substantial funding ensures availability for students and educators in STEM-related programs across local and Trans-Continental regions in our youth, including from Veterans, military and underserved populations. During the 2023-2024 academic year, the Center utilized those contributions to develop future leaders with the creativity, problem-solving skills and technological proficiency to thrive in a constantly evolving world.

**2024 HIGHLIGHTS**

- In June 2024, 990 rising 9th-12th graders from all 50 states participated in the STEM Program, a residential week-long program held at the U.S. Naval Academy. The program provided a unique opportunity for students to engage with U.S. Naval Academy STEM facilities. Additional high school programs were held in August, providing a one-day Summer STEM Program for 200 students from around the country. High School Heroes Day was held on September 2024, and High School Flight Day was held in October 2024.
- 200 female students participated in the Fall 2023 and Spring 2024 Girls Only STEM events, providing a unique opportunity for students to engage with U.S. Naval Academy STEM facilities. The events included hands-on learning, mentorship, and networking opportunities. The program was a success, providing a unique opportunity for students to engage with U.S. Naval Academy STEM facilities.
- 300 teachers attended STEM Educator Workshops, providing professional development through hands-on learning and networking opportunities. The program was a success, providing a unique opportunity for teachers to engage with U.S. Naval Academy STEM facilities.
- 42 midshipmen participated in the 2024 Summer STEM Program, which hosted 990 students. The program was a success, providing a unique opportunity for midshipmen to engage with U.S. Naval Academy STEM facilities.



## CONNECT

- Support for Chapters and Parents Clubs
- Engagement Roadshows
- Fluegel Alumni Center

*The strategic impact of philanthropic dollars to the alumni association and foundation mission and strategic plan objectives.*



## STRATEGIC INITIATIVES

## COMMUNICATE

- *Shipmate* Magazine
- Morning Paper
- Digital Media and Video
- Legacy of Valor series

## SUPPORT

- Legacy and Memorial Services
- Alumni Support Services:
  - ✓ Health Benefits & Webinars
  - ✓ Entrepreneur Summits
  - ✓ Spouse Support

# MEETING THE ALUMNI WHERE THEY ARE — ROADSHOWS

## WHERE'S USNA AA&F? 2024

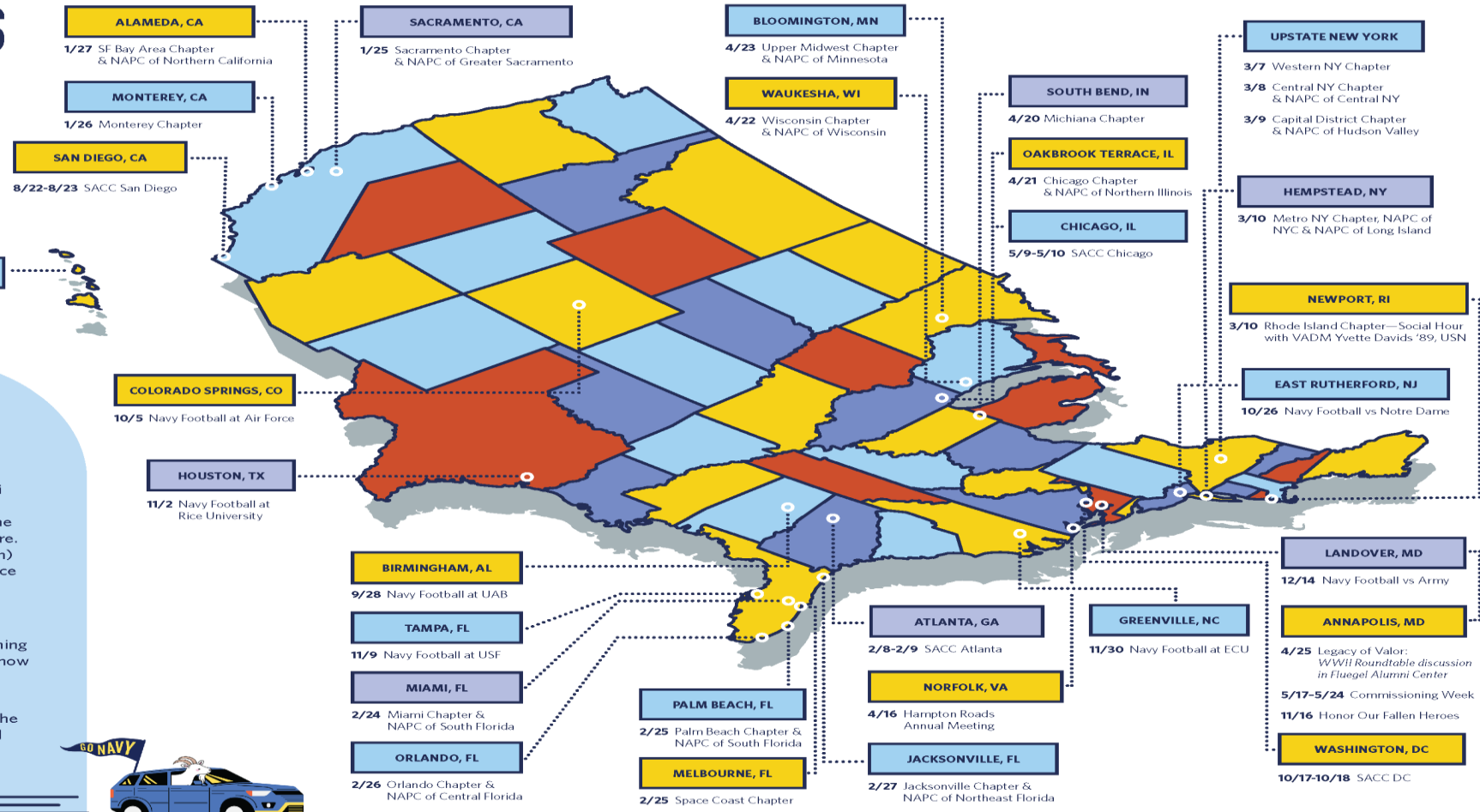
### ON THE ROAD AGAIN: CONNECTING WITH OUR ALUMNI COAST TO COAST

The U.S. Naval Academy Alumni Association & Foundation is committed to connecting with the alumni community where they are. In 2024, we will be (or have been) on the road to engage face-to-face with alumni across the country.

This map highlights the places we've already been in 2024 and where you can find us in the coming months. We are excited to hear how we can better serve you and the entire alumni community.

Updates on additional visits by the engagement team will be shared on [myUSNA.com](https://myUSNA.com).

**Go Navy! Beat Army!**



# ALUMNI SUPPORT SERVICES

Our goal is to support our alumni throughout their lifetime journey. The creation of the alumni support services department is the first step in this direction.

CAREER PROGRAMS	CONTINUING EDUCATION	MEDICAL SUPPORT	COACHING & MENTORSHIP	LEGACY SUPPORT	SPOUSE SUPPORT
<ul style="list-style-type: none"> <li>• NETWORKING RESOURCES</li> <li>• RESUME SUPPORT</li> <li>• <b>SACC – 30<sup>th</sup> ANNIVERSARY</b></li> <li>• SMALL BUSINESS SUPPORT</li> <li>• 1-1 RECRUITER CONNECTIONS</li> <li>• SPECIAL SKILLSET SUPPORT</li> <li>• VETERAN TRANSITION RESOURCE CONNECTIONS</li> <li>• SENIOR MILITARY SUPPORT</li> </ul>	<ul style="list-style-type: none"> <li>• SCHOLARSHIP INFORMATION</li> <li>• GI BILL</li> </ul>	<ul style="list-style-type: none"> <li>• VA BENEFITS AND PROCEDURES</li> <li>• DISCUSSION BOARD</li> <li>• TRI CARE OPTIONS</li> <li>• RESOURCE LIBRARY</li> <li>• END OF LIFE SUPPORT</li> <li>• <b>MENTAL HEALTH SERVICES WEBINARS</b></li> <li>• ALTERNATIVE HEALTH OPTIONS</li> </ul>	<ul style="list-style-type: none"> <li>• AMP</li> <li>• EXECUTIVE COACHING</li> <li>• FINANCIAL SERVICES</li> <li>• <b>ENTREPRENEUR SUMMIT</b></li> </ul>	<ul style="list-style-type: none"> <li>• FUNERAL SERVICES</li> <li>• ESTATE PLANNING</li> <li>• SURVIVOR BENEFITS</li> <li>• USNA SUPPORT RECOGNITION/ AWARDS</li> <li>• <b>THRIVING AS LEADERS</b></li> </ul>	<ul style="list-style-type: none"> <li>• TRANSITION PROGRAMS</li> <li>• LEGACY PLANNING</li> <li>• DISCUSSION BOARD</li> <li>• NETWORKING OPPORTUNITIES</li> <li>• <b>NEW WEBSITE</b></li> </ul>
					



CONTINUING THE IMPACT

# THRIVING AS LEADERS: 2024 INAUGURAL AWARDEES



**MAWULI MEL DAVIS '91**

Volunteer Leadership &  
Service



**MATTHEW WALLACE '84**

Alumni Outstanding  
Achievement  
Professional



**LT JOE CARDONA '15,  
USNR**

Alumni Outstanding  
Achievement  
Athletic (Professional)



**COL. HANK DONIGAN '77,  
USMC (RET)**

Alumni Outstanding  
Achievement  
Athletic (Amateur)

# THRIVING AS LEADERS: 2024 INAUGURAL AWARDEES

## HONORABLE MENTIONS

Volunteer Leadership &  
Service

**STEPHEN LEAMAN '69**

**BILL SQUIRES '75**

**NATHAN SCHMIDT '02**

Alumni Outstanding Achievement  
Professional

**EDWARD CUMMINS '69**

**NELSON JONES '72**

**VICTOR D'ANDREA '84**



# CAMPAIGN TIMELINE



# CAMPAIGN PRIORITIES

- Leadership Excellence
- Academic Excellence
- Athletics Excellence
- Admissions Excellence
- Unrestricted support for USNA and AA&F

**OVERALL PRIORITY** – Deliver the *Margin of Excellence* to augment Big Navy funding to the Moral, Mental and Physical Missions of USNA.

# 2024 CAMPAIGN LEADERSHIP EVENTS

## MARYLAND/DC:

- Bethesda
- Annapolis
- *Washington, D.C.\**

## CALIFORNIA:

- San Francisco
- Los Angeles
- San Diego

## TEXAS:

- Dallas
- Houston

## FLORIDA:

- Naples
- Hollywood
- Palm Beach
- Jupiter
- *Tampa\**

## OTHER:

- Boston, MA
- East Rutherford/ Hoboken, NJ
- Englewood, CO
- Chicago, IL
- Malvern, PA

**FY23: 28 STATES | FY24 TO DATE: 40 STATES**

*\*Upcoming events*



# ANNUAL STRATEGY REVIEW – FEBRUARY 12, 2025

- Enterprise Risk Management
- Strategic Plan 2030 Progress
  - Resource Alignment Against Mission and Plan
- Board Composition Review Update
  - Approval of Engagement Metrics

FLUEGEL ALUMNI CENTER



U.S. NAVAL ACADEMY  
ALUMNI ASSOCIATION AND FOUNDATION

THANK YOU FOR SUPPORTING OUR IMPACT



2024 FALL BOARD OF TRUSTEES

# STRATEGIC INITIATIVES UPDATE

## Fall Board of Trustees Meeting

**T.J. "Catfish" Grady '96**

*Executive Vice President, Engagement and Communications*

# OUR MISSION: OUR STRATEGIC OBJECTIVE

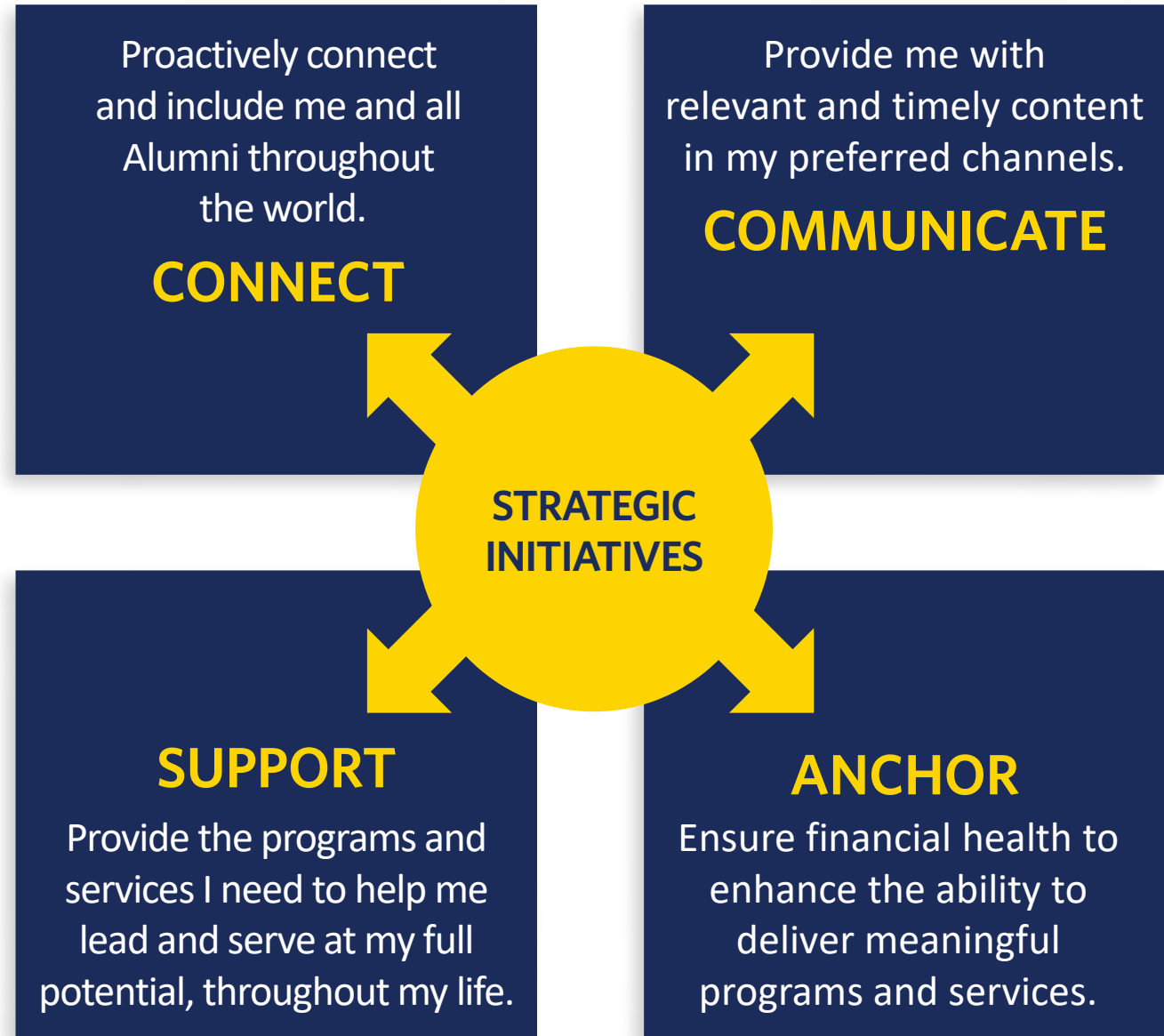


**MISSION:**

We strengthen our MEMBERS' BONDS to the Academy and to each other, to help them THRIVE AS LEADERS in and out of uniform, and reach their FULL POTENTIAL.

# OUR VISION: STRATEGIC INITIATIVES

IN FOUR LINES OF EFFORT, MY  
ALUMNI ASSOCIATION  
WILL ...





# FY2024 GOALS:

**1. COMMUNICATE:**

Deploy multi-channel communication products that better explain our Enterprise's missions, strategies, and programs to members. Channels include Shipmate, Wavetops, digital media channels and myUSNA.

**2. COMMUNICATE:**

Determine and begin implementing additional data processes that must be implemented in support of Goal 1 and other communications priorities.

**3. ANCHOR:**

Develop and begin implementing a model that will further leverage AA&F. Brand opportunities, including:

- Identify and secure additional strategic sponsor partners (akin to current USAA arrangement).
- Secure sponsors for marquee events.
- Grow merchandise sales.

**4. SUPPORT:**

Develop a baseline alumni support services framework that delineates specific offerings that the Alumni Association needs to add. Pilot test at least two.

**5. COMMUNICATE:**

Create and launch...

**6. COMMUNICATE:**

Implement data tiger team...

**7. CONNECT:**

Develop sponsorship strategy...

**8. COMMUNICATE:**

Develop new SACC contract...

**9. COMMUNICATE:**

Develop Alumni Support Services Framework...

**10. SUPPORT:**

Develop Alumni-Owned Business Marketplace...

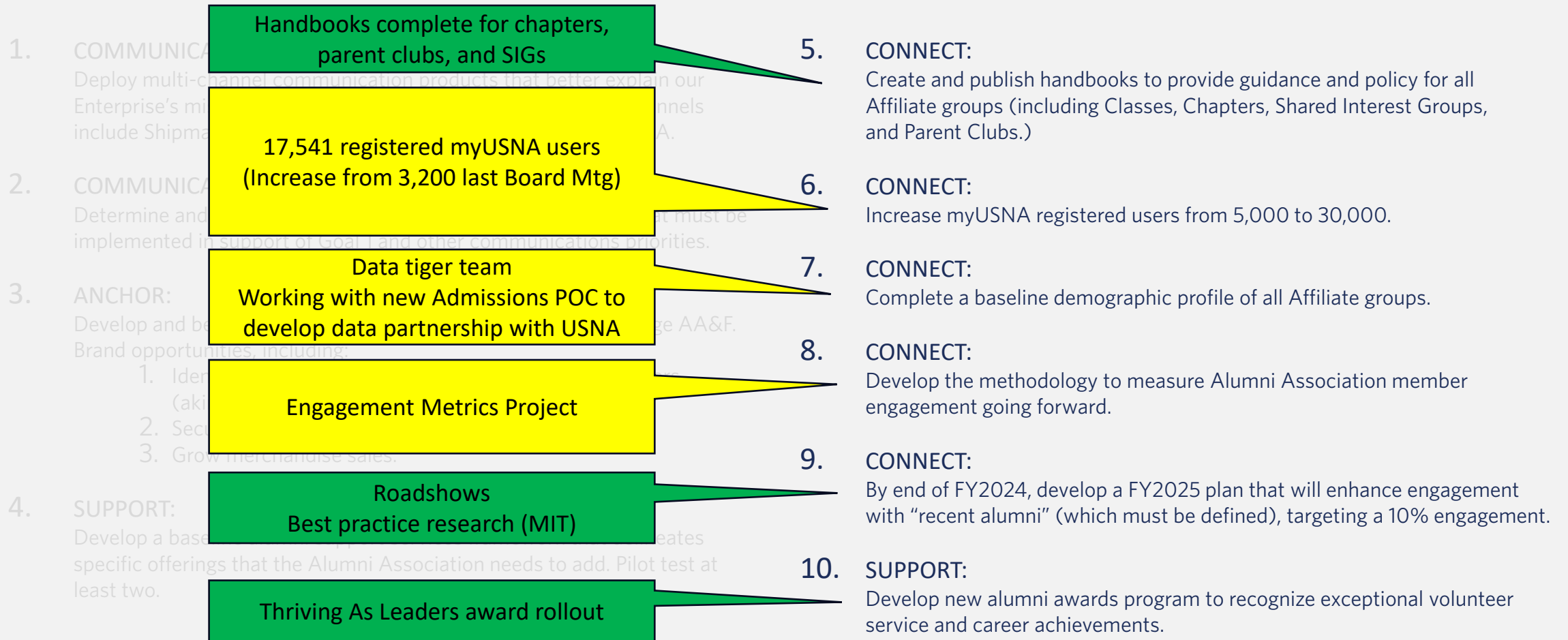
Rhumblines  
Morning Paper  
Wavetops Redesign  
The Gouge

PCI Project  
Data tiger team

FY2025 Sponsorship Strategy  
Alumni Business Network  
New SACC contract  
50% sponsorship of 2024 HOFH  
Merchandise webpage

Alumni Support Services  
Framework/Landing Page  
Entrepreneurs Summit  
Alumni Support Help Desk  
Alumni-Owned Business Marketplace  
VA services symposium  
Alumni Support Budget for FY2025

# FY2024 GOALS:



# FY2025 GOALS:

- 1. COMMUNICATE:** Continue to deploy multi-channel communication products that better explain our Enterprise's missions, strategies, and programs to members. Channels include Shipmate, Wavetops, digital media channels and myUSNA.
- 2. CONNECT:** Develop a reliable and valid metric that measures engagement of our affiliates in order to inform future engagement strategy and governance.
- 3. CONNECT:** Enhance engagement with all alumni constituencies by "meeting our members where they are" and making it easy for groups to engage us for support.
- 4. ANCHOR:** Through sponsor partnerships and merchandise sales, develop and implement a model that builds AA&F brand value and drives revenue for the Enterprise.
- 5. SUPPORT:** Increase the value of current and future alumni support programming so that members are more likely to "Thrive as Leaders."



# OPERATIONALIZING OUR AA GOALS – SP2030

1. **COMMUNICATE:** Continue to deploy multi-channel communication products that better explain our Enterprise's missions, strategies, and programs to members. Channels include Shipmate, Wavetops, digital media channels and myUSNA.
  - **FY25Q3 Objective – *Execute a full top-to-bottom usna.com overhaul, redesign and release of new website.***
    - Q1 KEY RESULT: Release survey for web users to provide feedback for web redesign.
    - Q1 KEY RESULT: Conduct internal staff interviews for the implementation of feedback.
    - Q1 KEY RESULT: Choose (with IT input) the design and lay out for the new site and conduct content tests.
  
    - Q2 KEY RESULT: Complete implementation of staff and survey data into Discovery Phase results.
    - Q2 KEY RESULT: Begin the process of building out sub-pages and navigational plans for content.
    - Q2 KEY RESULT: Brief SLT on progress and plan of attack for 2025.

FLUEGEL ALUMNI CENTER



U.S. NAVAL ACADEMY  
ALUMNI ASSOCIATION AND FOUNDATION

Reunion Improvement Project

T.J. "Catfish" Grady '96  
*EVP, Engagement and Communications*

# Reunion Improvement Project

- Our Mandate: Actively pursue alternative ways to better support classes with their reunion planning.



# Reunion Improvement Project

## Progress Thus Far:

### 1. Reunion Advisory Council formed (Nov 2023)

- Identified Alumni concerns:
  - Single-source vendors for USNA and NAAA
  - Football schedule release
  - “Recreating the wheel”
  - Limited Tailgate Location Opportunities
  - Hotel procurement - Risk to Classes

### 2. Class and Reunions Handbooks built and distributed:

- Point of Contacts for services
- Hotel block support (Lamont Co.).
- Recording memorial services for viewing on YouTube
- Class scheduling priority (USNA and AA alignment)

### 3. Research

- **Contacted 10 other institutions**
  - Notre Dame and 7 AAC schools
  - West Point and USAFA AOGs
  - Staffing/Finances/Scheduling/Timelines

# So How Do West Point and USAFA Manage Reunions?

## USNA AA&F

Full-time staff of 1. Coordinate Yard-centric activities. Classes plan all reunion events without AA on-site staffing. No fees charged to classes.

## West Point AOG

Full-time staff of 4, 15 part-time. Coordinate Post-centric activities AND plan and execute all reunion events. Staffing of on Post events. Classes charged \$400-\$25,000 for services (does not include individual event fees. Does not cover all costs; requires \$400K endowment funds.

## USAFA AOG

Full-time staff of 1. Partners with Armed Forces Reunions to handle all logistics and staffing of all events. Classes charged a per classmate and per guest fee (does not include individual event fees).



# Council of Class Presidents: Feedback

BLUF – Grateful for the progress the AA is making to improve support.

- Navy Culture is important – control of reunions.
- Reunion Handbook – Good. Keep up to date.
- FAC – lots of potential. Great building, let's use it!
- Reunion Advisory Council – helpful. Continue to use.
- Coordination between USNA/NAAA/AA is important.

# Reunion Improvement Project: The Way Forward



- Brief Board of Trustees – Deliver COCP feedback.
- Reunion Advisory Council – Continue to listen and receive feedback.
- Brief Board of Trustees at Feb 2025 meeting (if requested).

DONT GIVE UP THE SHIP

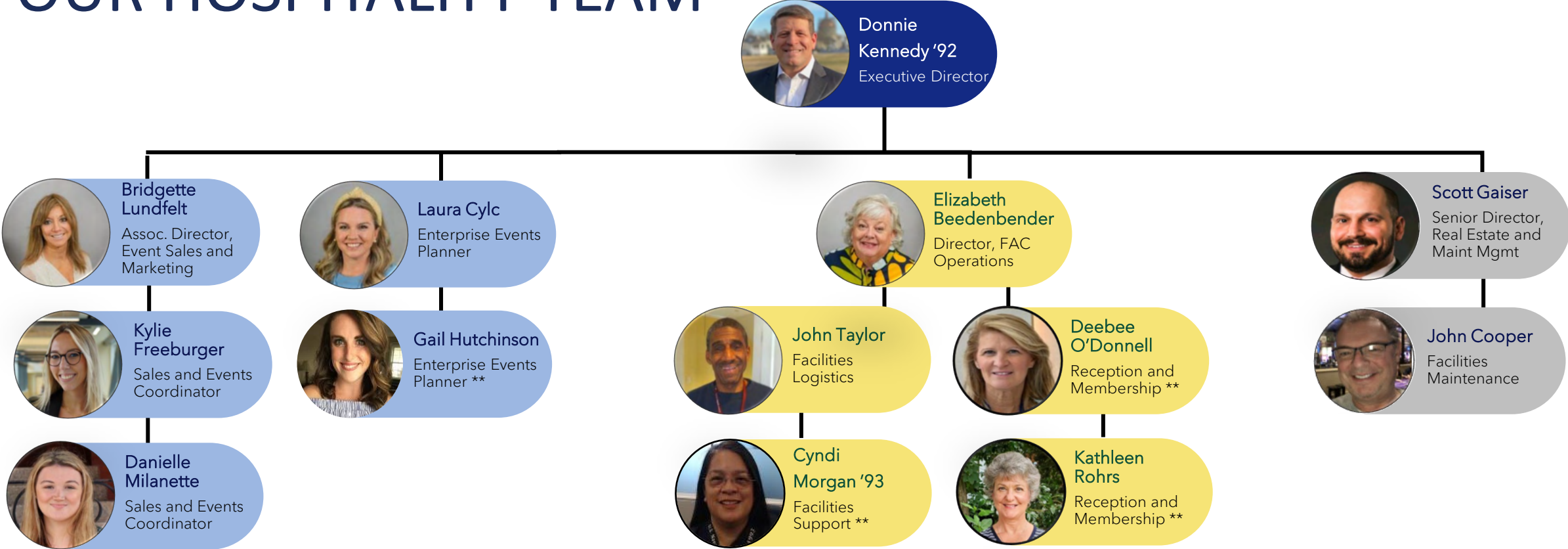


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FLUEGEL ALUMNI CENTER UPDATE

**Donnie Kennedy '92**

*Executive Director, Fluegel Alumni Center*

# OUR HOSPITALITY TEAM



\*\* Part Time Positions

■ Events   ■ Operations   ■ Maintenance

# ONE YEAR AT THE FLUEGEL ALUMNI CENTER

Since our Grand Opening on September 8, 2023:

- 200+ Events
- 23,400+ Guests
- 110 Alumni and External Events
  - 21 Alumni-hosted events/conferences
  - 17 Reunion/Class events
  - 10 Midshipman events
  - 18 Wedding receptions
  - 9 Memorial receptions
  - 7 SIG events
  - 23 External events (business events/conferences)
- Reunions/ Class Events: 98, 76, 93, 63, 54, 62, 69, 19, 89, 74, 79, 49, 84, 83, 72-74 Black Midn 50<sup>th</sup> + Reunion



# REUNIONS – FULL FACILITY RENTALS



OOW: BRIAN GOODROW  
MOOW: KAREN HALVORSON  
BOOW: STEPHEN SHEPHERD  
CMOD: KEVIN MONAHAN



# REUNIONS – CLASS OF 1949 (75<sup>th</sup>)



# HOMECOMING AND GAME-DAY EVENTS





# FAC OPERATIONS AND MAINTENANCE

- Maintenance
  - Final Punch List
  - Gate (Baseball Parking to FAC) - update
  - Updated Capital Expenditure Study - in work
- Business Operations
  - Operating MOA with USNA - in work
  - Expenses - building optimization and current contracts/services
  - Financial Reporting Model

