



USNA ALUMNI ASSOCIATION BOT PRESIDENTS REPORT DECEMBER 12, 2019 MEETING



BYRON MARCHANT '78 PRESIDENT AND CEO



ADM James L. Holloway III '43, USN (Ret.) (23FEB22 – 26NOV19)

20th Chief of Naval Operations (1974-1978)

ADM Holloway served as the first chairman of the modern Naval Academy Foundation, and remained chairman emeritus until his death.

ADM Holloway spearheaded the amalgamation of the original U.S. Naval Academy Foundation and U.S. Naval Academy Endowment Trust into what has become today's Naval Academy Foundation, a powerful engine of philanthropy that has raised more than \$800 million for the Academy since its inception in 2000.

Fair Winds and Following Seas:
Funeral will be held 18DEC @ 1000 in the USNA Chapel



WELCOME TO OUR NEW STAFF



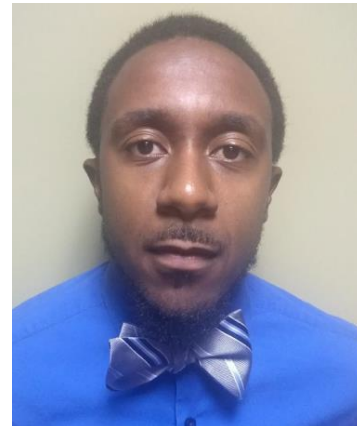
Jimmy DeButts
Senior Writer



Caroline Rossiello
Assistant Director, Corporate and
Foundation Relations



Scott Gaiser
Director of Operations



Elliott Saunders
Business Analyst, Strategy &
Special Projects

WELCOME TO OUR NEW STAFF



Hannah Geib
Donor Relations and Stewardship
Intern



Dean Castaldo
Major Gifts Officer



CAPT Don Hughes '88, SC, USN (Ret.)
Vice President, Athletic & Scholarship
Programs



Bridie Bryant
Communications Coordinator

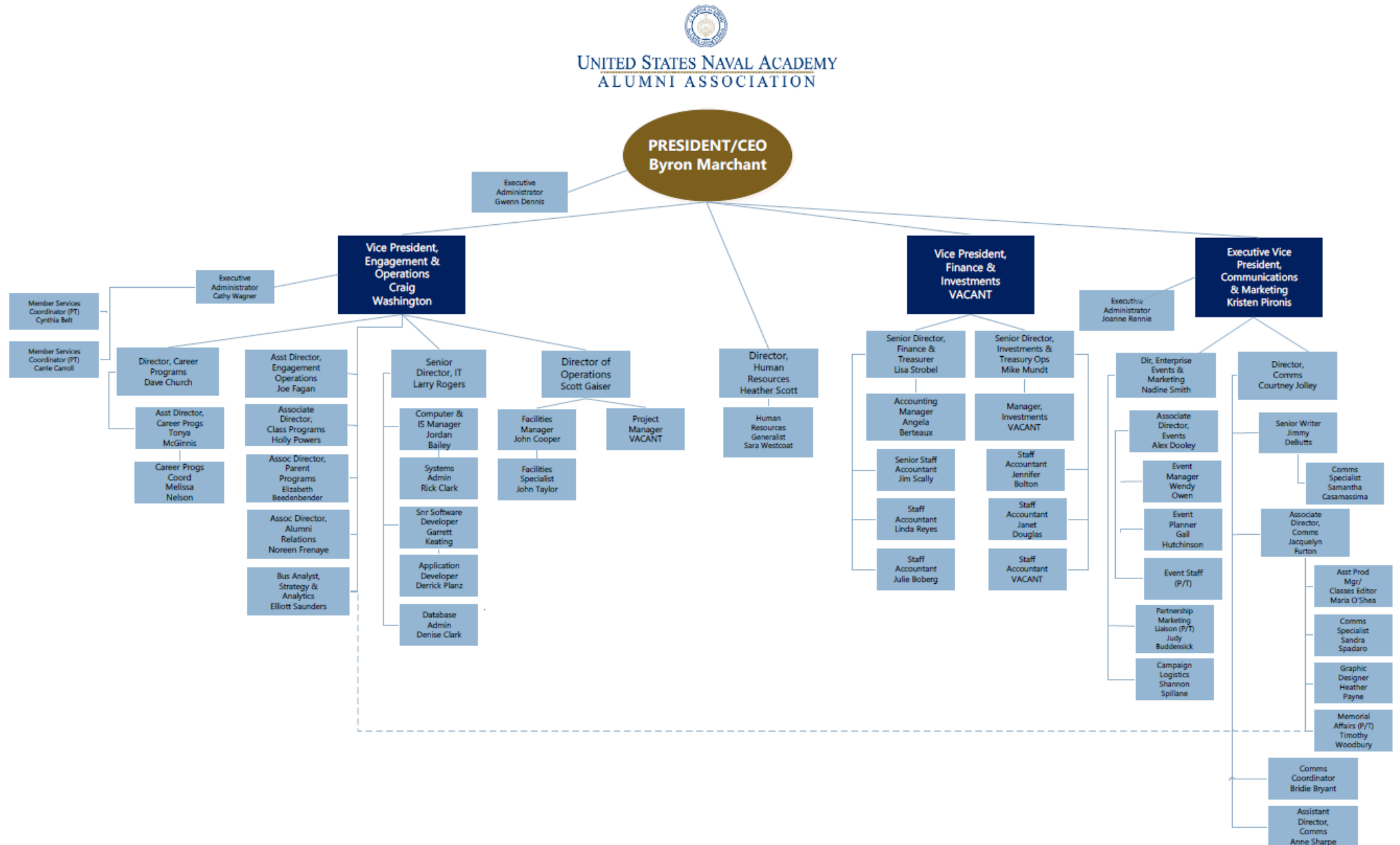


Shirley Crawford
Gift Administrator



Gail Hutchinson
Event Planner

ORGANIZATIONAL CHANGES



**CALLED TO
SERVE**

**DARING TO
LEAD**



THE NAVAL ACADEMY
CAMPAIGN

CAMPAIGN IMPACT



**CALLED TO
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**DARING TO
LEAD**



**THE NAVAL ACADEMY
CAMPAIGN**

CAMPAIGN IMPACT: BY THE NUMBERS

28
Major
Project Areas

11
Programmatic
Initiatives
Enhanced: \$137
Million Raised

8
New/Enhanced
Facilities: \$95.8
Million Raised

9
Faculty/Administrator
Positions Funded:
\$22.4 Million Raised

FINANCIAL SNAPSHOT

- Record support to USNA and Alumni in FY19
- Strong start to FY20
- \$1.6M budget surplus in FY19
- Excellent audit results – no adjusting entries (Vote)
- Joint Investment Committee Leadership Change
 - John Young '78 succeeds Tim Sullivan '80



On Deck...

- **Bill O'Connor – EVP, Development**
 - Campaign Update,
 - Alumni Center Fundraising initiatives
- **Craig Washington '89 – VP Engagement & Ops**
 - Organizational Restructuring
 - Alumni Center Project
 - Alumni Association Program Update
- **Lisa Strobel – Sr Director, Finance & Treasury Ops**
 - Treasury Report
- **Kristen Pironis – EVP, Marketing & Communications**
 - Communications
 - Events
- **ADM Bob Natter '68, Chair Alumni Center Project**
 - Alumni Center Project Update



ALUMNI ASSOCIATION DISTINGUISHED CHAPTER AWARDS

- Hampton Roads
- Jacksonville
- North Carolina Triangle
- North Texas
- Oregon & SW Washington
- San Diego
- Texas Gulf Coast





BILL O'CONNOR

EXECUTIVE VICE PRESIDENT, DEVELOPMENT

CAMPAIGN IMPACT: 28 MAJOR PROJECT AREAS

New and/or Enhanced Facilities – 8 major initiatives, \$95.8M raised

- Grace Hopper Hall
- J. Ronald Terwilliger Center for Student-Athletes at Ricketts Hall
- AA&F Alumni Center
- Navy Marine Corps Memorial Stadium
- Naval Academy Prep School
- Additional Physical Mission Capital Projects, including:
 - Terwilliger Brothers Baseball Stadium
 - Golf Course Renovations
 - Doubles Squash Court and Halsey Field House Renovations



DVPs, DMPs and Distinguished Chairs – 9 positions funded, \$22.4M raised

- Robert and Mary M. Looker Distinguished Visiting Professor in Cyber Security Studies
- Maryellen and Richard L. Keyser Distinguished Visiting Professor in Cyber Security Studies
- Class of 1960 Distinguished Visiting Professor in National Security
- Director of Cyber Security Studies
- Krekel Space Chair
- Davis Distinguished Chair in Mathematics
- Class of 1961 Chair in Leadership Education
- Herres Distinguished Military Professor in Leadership & Ethics
- Class of 1972 Distinguished Military Professor for Character Development



CAMPAIGN IMPACT: 28 MAJOR PROJECT AREAS

Key Programmatic Initiatives – 11 projects, \$137M raised

- Class of 1963 Center for Academic Excellence
- Cyber Program Support
- Faculty Development and Recruitment
- International Programs Office, Regional Forums and NAFAC
- Project-Based Learning
- STEM Programs and Admissions Excellence
- Experiential Leadership Development
- Stockdale Center for Ethical Leadership
- Midshipman Activities Fund
- The Fund for Athletic Excellence
- Information Technology



CAMPAIGN SUCCESS TO DATE

7/1/12 – 8/31/19

	Cash/Pledges	Planned Gifts (Irrevocable)	Planned Gifts (Revocable)	Raised to Date
Academics	\$109,971,227	\$1,607,357	\$30,646,739	\$142,288,323
Admissions	\$10,469,341	\$0	\$56,250	\$10,525,591
Annual Fund	\$75,389,755	\$0	\$0	\$75,389,755
Athletics	\$74,056,664	\$5,781,525	\$6,731,919	\$86,570,108
Leadership & Ethics	\$34,411,736	\$2,799,151	\$4,862,500	\$42,073,387
Undesignated Gifts*	\$10,595,081	\$300,00	\$6,666	\$10,901,747
Unrestricted Planned Gifts	\$0	\$20,221,215	\$10,273,436	\$30,494,651
AA/FDN Center	\$13,458,750	\$0	\$0	\$13,458,750
TOTAL	\$329,995,329	\$30,826,772	\$52,277,510	\$413,399,611

*18 funds, including multiple "first gift" class projects, are currently undesignated

TOTAL RAISED: \$413,399,611



ALUMNI CENTER RECOGNITION

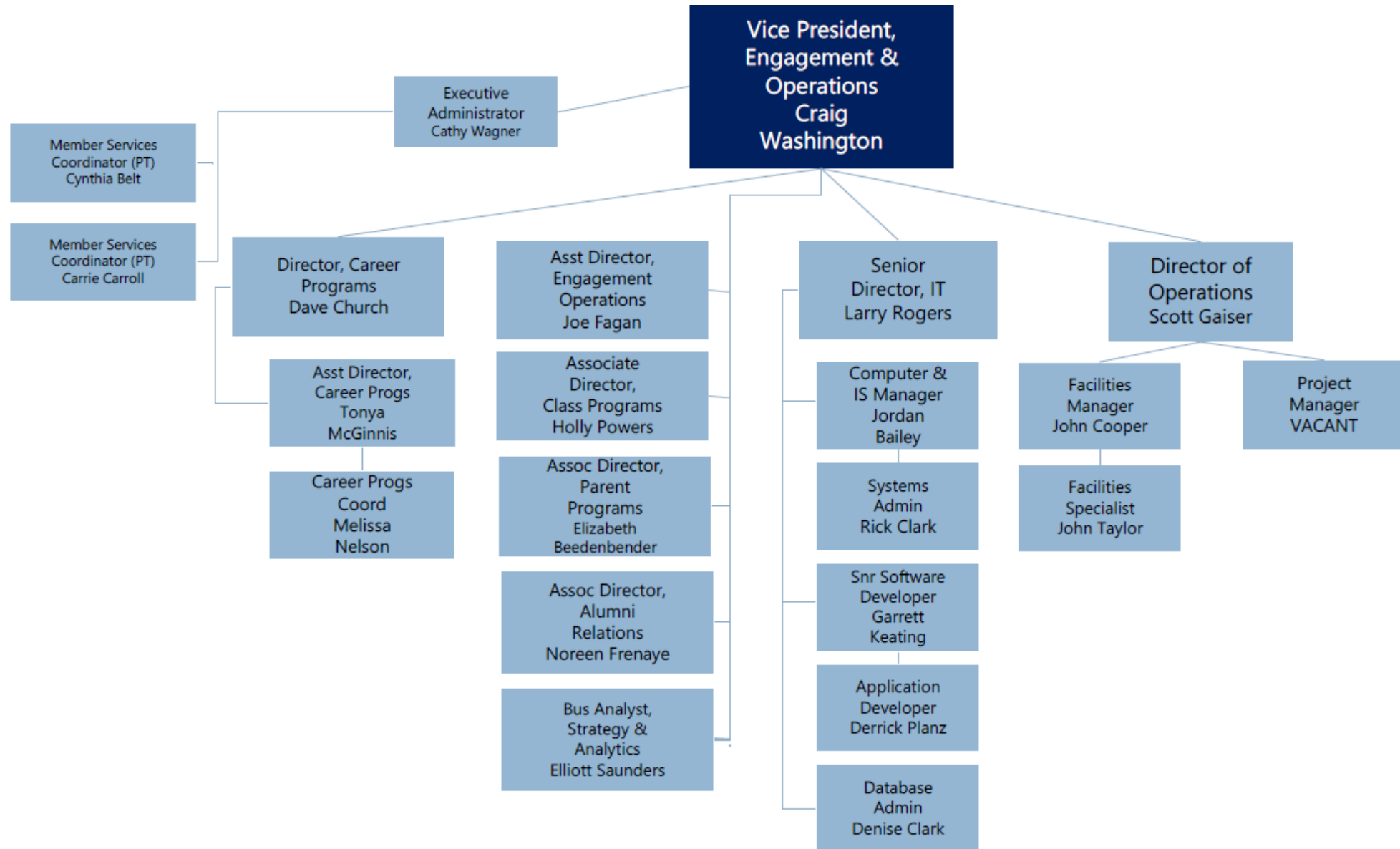
- **Class Crest Projects**
 - \$250,000 – recognition to be built into design by architects
 - \$100,000 – recognition to be built into design by architects
- **Individual Giving Recognition for President Circle Level Donations**
 - \$12,500 (\$2,500 per year for five years)
 - \$25,000 (\$5,000 per year for five years)
 - \$50,000 (\$10,000 per year for five years)
- **Individual Giving Recognition for Young Alumni President Circle Level Donations**
 - \$5,000 (\$1,000 per year for five years)



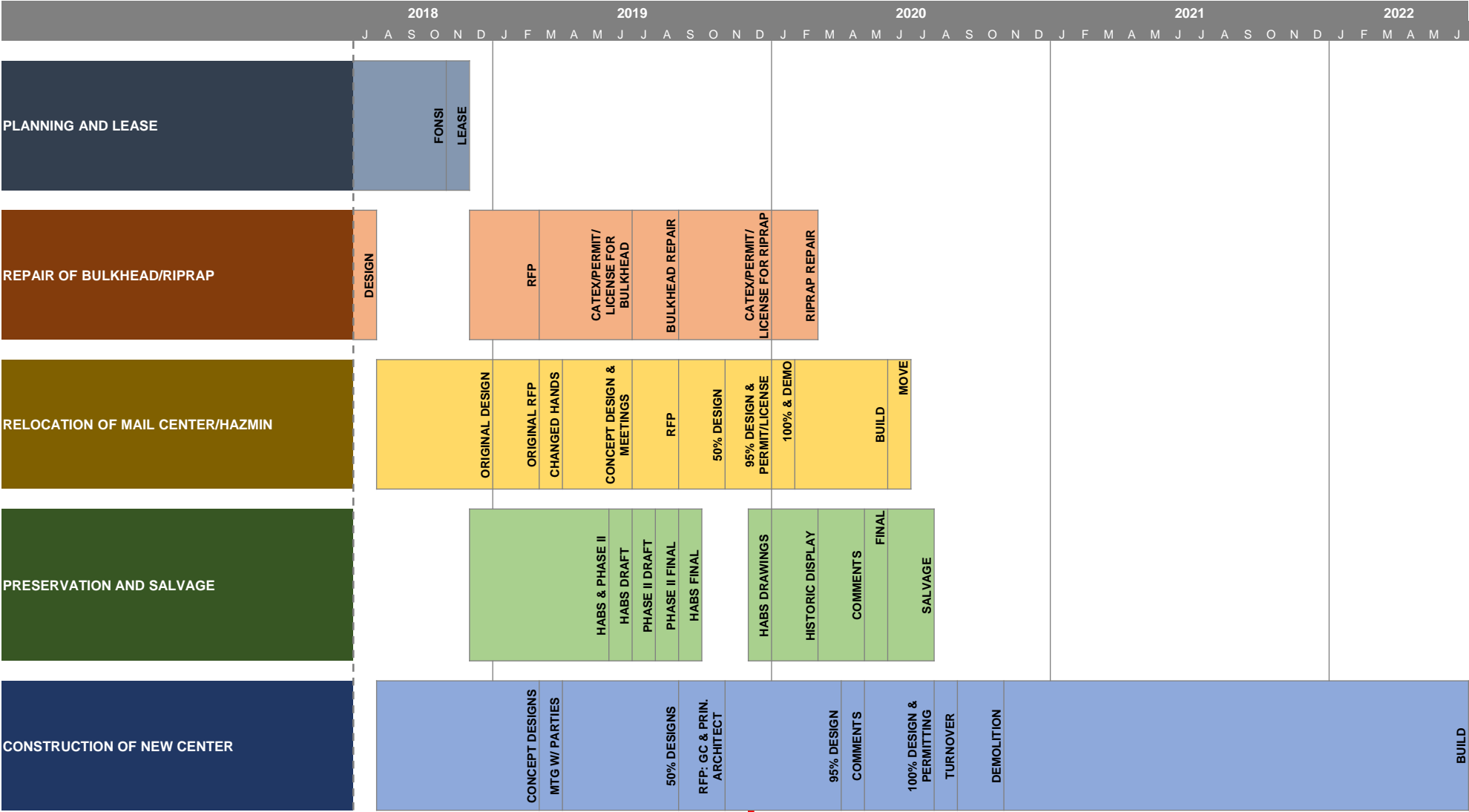


CRAIG WASHINGTON '89 VICE PRESIDENT, ENGAGEMENT AND OPERATIONS

Engagement & Operations Organizational Changes



AAC Center – Scott Gaiser ‘05



Chapel Dome Project

BACKGROUND

- NAVFAC/GC **began repairs to Chapel Dome** in November 18, but **project turned into replacement** based on GC findings.
- Based on amount of alumni interest expressed, USNAAA **began to explore options to salvage, transform, and preserve the history** of the copper.
 - Calls and inquiries from Alumni across the country
 - Calls and inquiries from USNA faculty and staff
 - Superintendent and his staff have been questioned about the copper during meetings with Alumni, etc.
- USNAAA **staff conducted Due Diligence and Competitive Bid** to select best partner.
- The **copper will be removed over a 6-8 month period**, and we will implement a joint process with the GC, USNA, and Herff Jones to **ensure chain of custody and authenticity of all heirlooms created**.



PRODUCTS

100% Designed and Manufactured in the USA



Product & Pricing in Line with Quality, Personalization, and Copper Usage

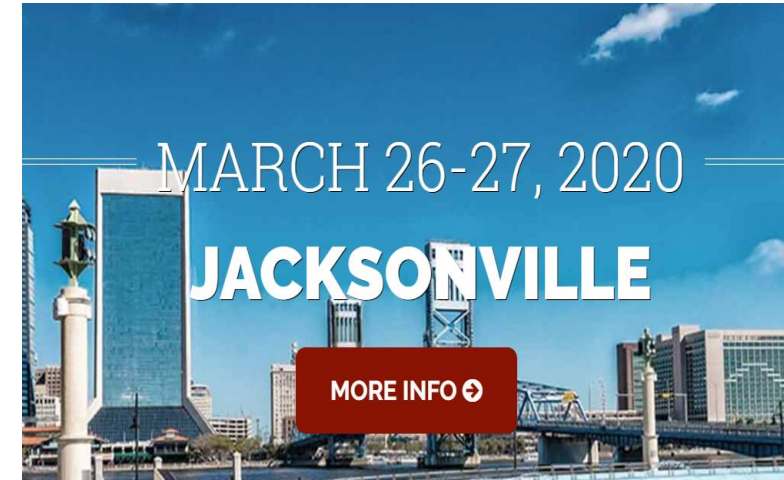
HONOR OUR FALLEN HEROES WEEKEND

- 33 Families represented
- 300+ guests
- Class representation & participation
- <https://usnamemorialhall.org>
- First Link Program

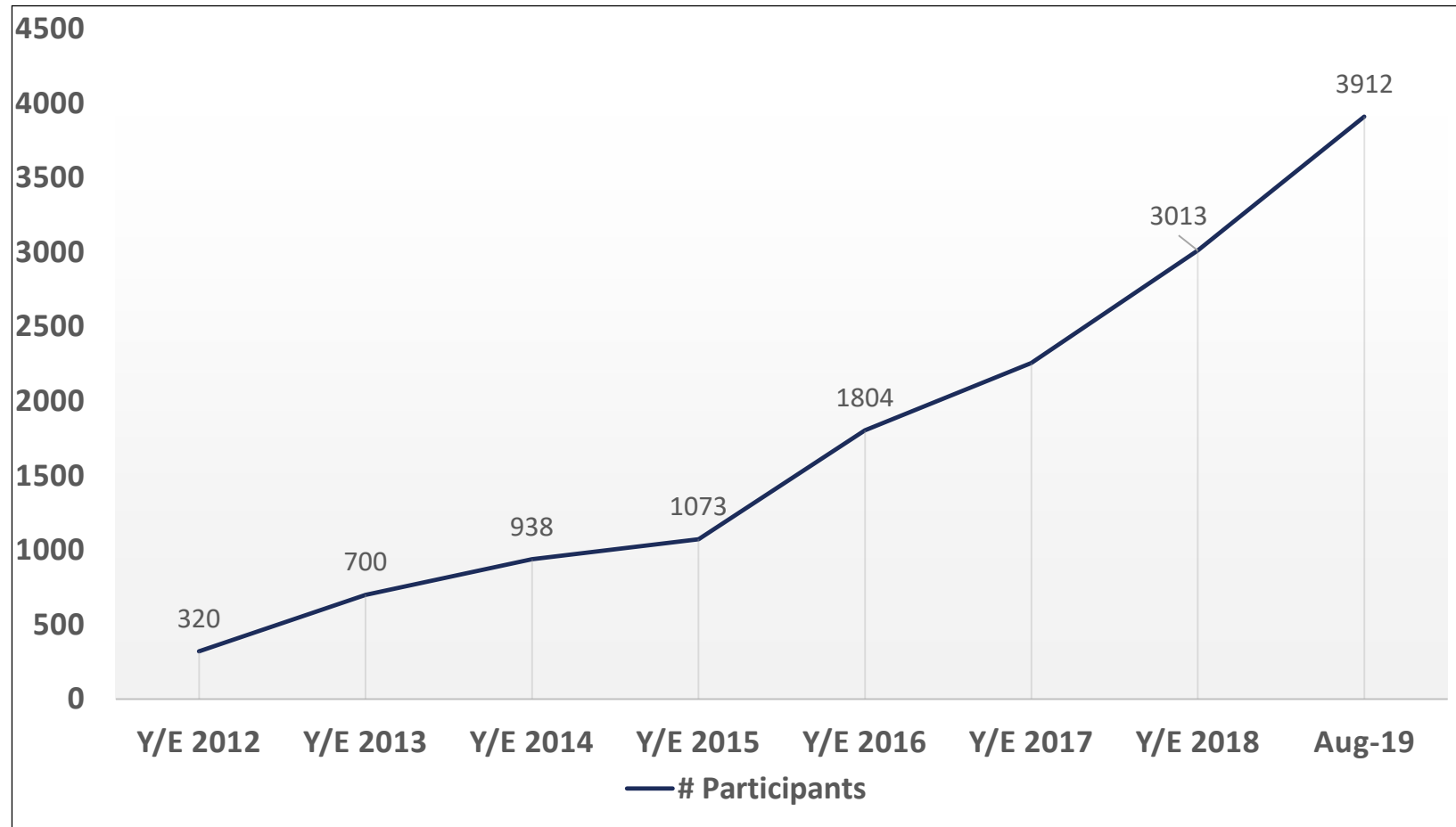


SACC

- New Staff in place (Tonya McGinnis & Melissa Nelson)
- 25th Anniversary
- >30k service academy alumni attended (~ half USNA grads)
- San Antonio SACC
 - 143 companies / 369 attendees (largest non-DC ever)
 - Moving to Dallas in 2020
- B/L: Hire our own alumni



AMP: ALUMNI MENTORING PROGRAM



	December 2019	December 2018
All participants (Classes 2016 to 2019)	3,912 (2,173)	2,939 (1,357)

DEMOGRAPHICS OF 2020 DGA NOMINATIONS

Decade	Noms	Rcpts	2020
30's	13	8	0
40's	40	14	0
50's	111	34	1
60's	106	25	8
70's	73	12	10
80's	6	3	1
90's	3	0	0
00's	0	0	1
Totals	352	96	21

Community	Historical	2020 Noms
SUB	20	4
N Aviator	33	4
SWO	19	5
USMC	14	3
SEAL/EOD	1	1
Other (EDO/CEC/Supply)	7	4
USAF	2	
	96	21



VALUE PROPOSITION

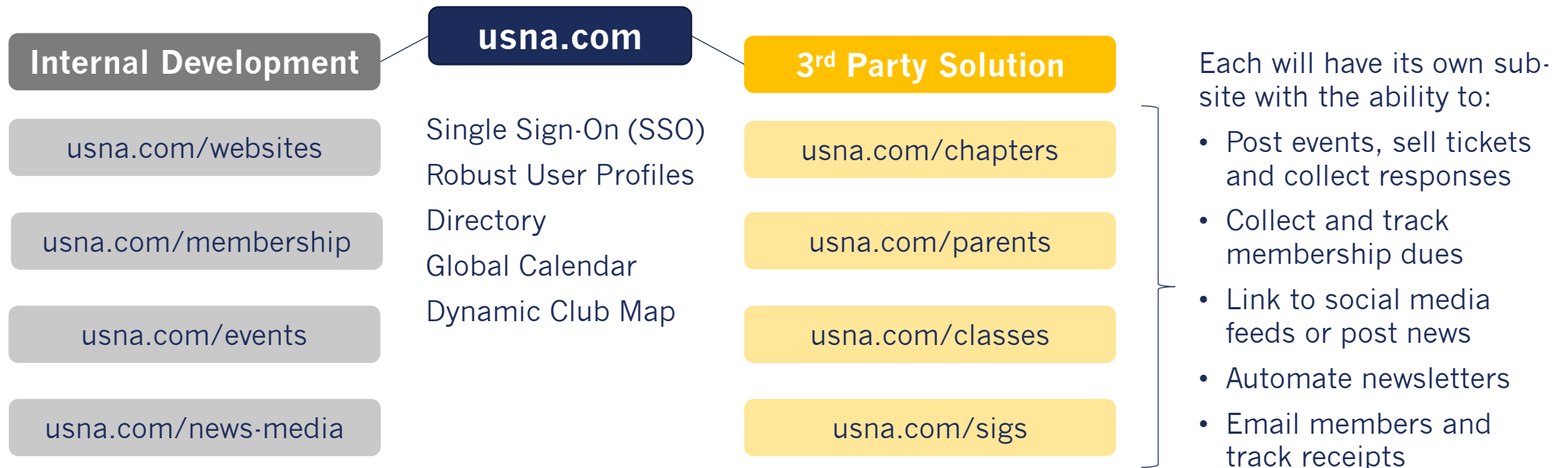
Centralized autonomy:
Satellite organizations would manage their own activity using the same enterprise tools and branding and sharing all data with the enterprise.

Create a **one-stop shop for members** through usna.com that...

Facilitates engagement,

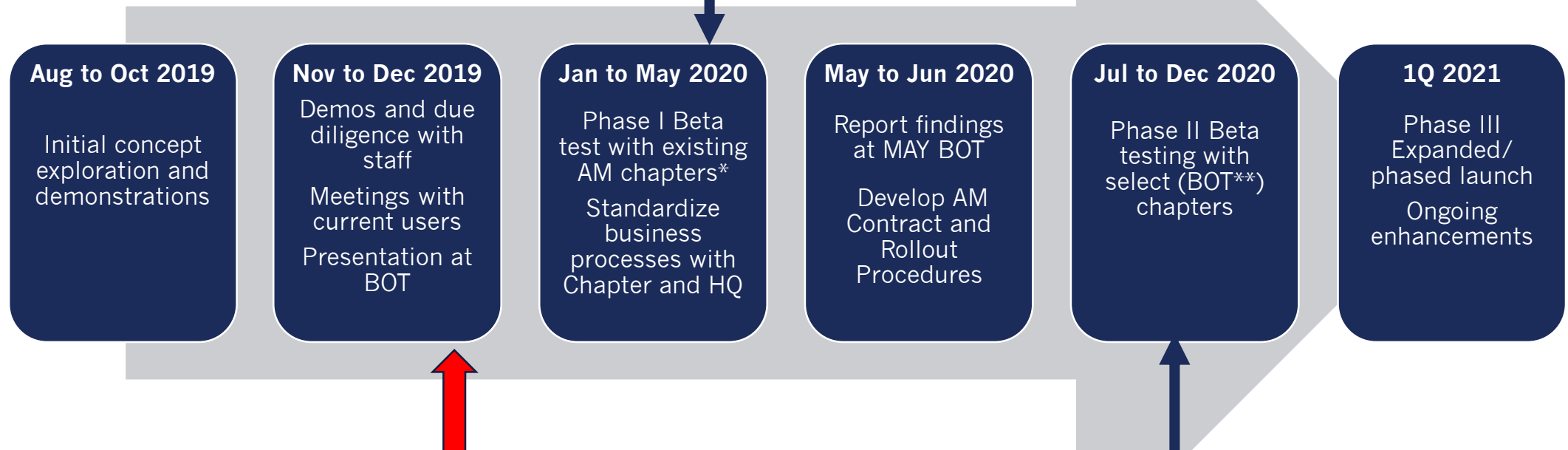
Provides satellite organizations with centralized autonomy,

And is protected by the enterprise's privacy and security protocols.



TENTATIVE TIMELINE

*Current Alumni Magnet Chapters:
San Diego, Los Angeles, N. Tx, and
Greater Washington DC



11-12 DEC

**Current BOT Chapters with existing AA Membership Support: Texas Gulf Coast, New York City, Jacksonville, etc..



LISA STROBEL
SENIOR DIRECTOR,
FINANCE AND TREASURY OPERATIONS

KEY TAKEAWAYS

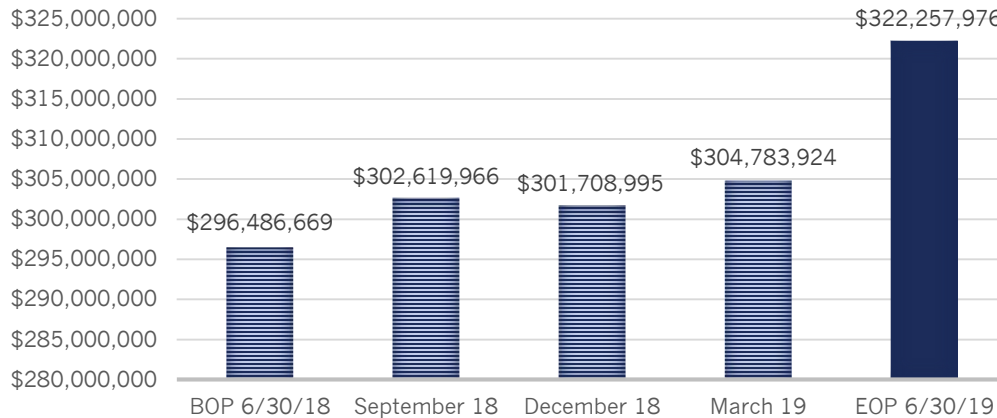
- Record support to USNA and Alumni in FY19 and strong start to FY20
- Growth in net assets in FY19
- \$1.6mm budget surplus FY19
- Excellent audit results – no adjusting entries (Vote)
- Executing with intent across enterprise



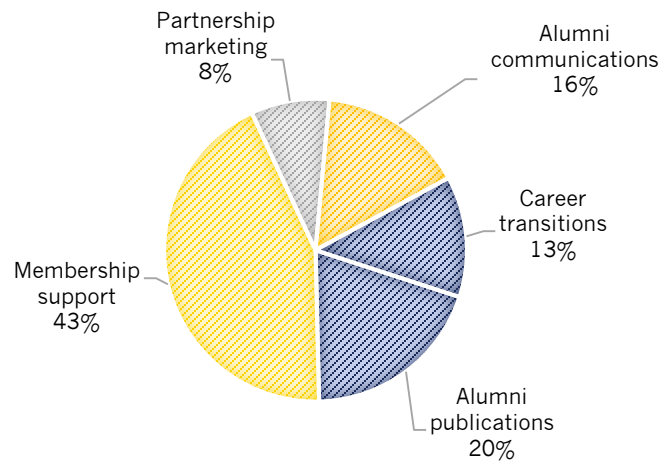
PROPRIETARY

TREASURY & FINANCE UPDATE

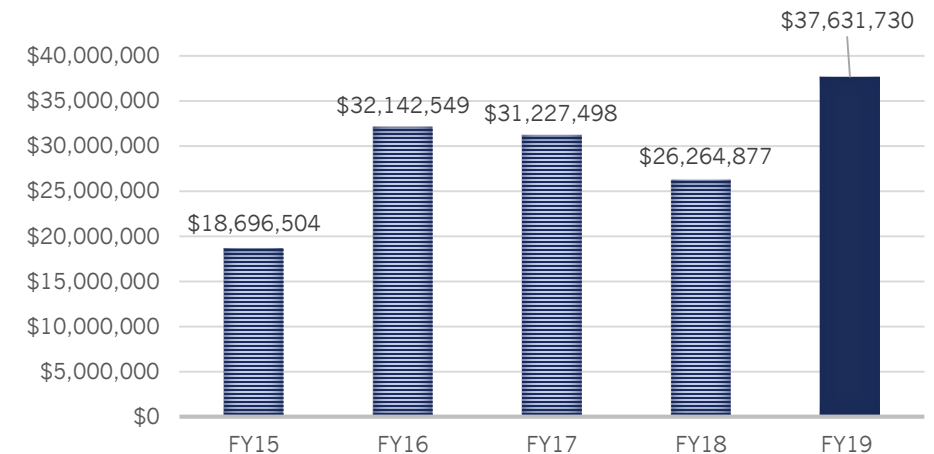
FY19



- Growth in net assets
- Record support to USNA
- Continued strong alumni programmatic support



\$6.1mm alumni programmatic support



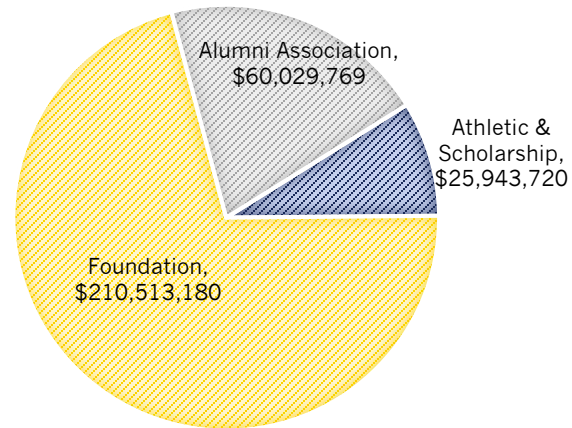
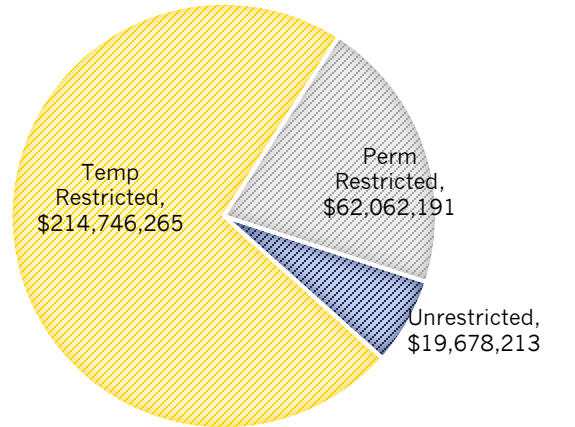
USNA Support



PROPRIETARY

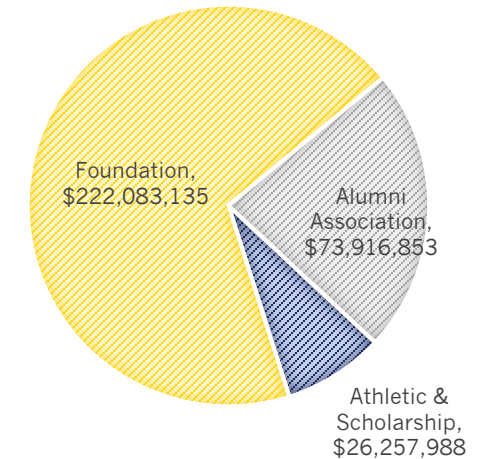
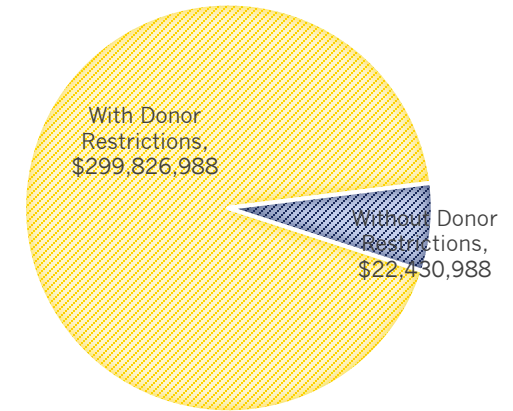
TREASURY & FINANCE UPDATE

NET ASSETS FY19



Total = \$296.49mm
6/18

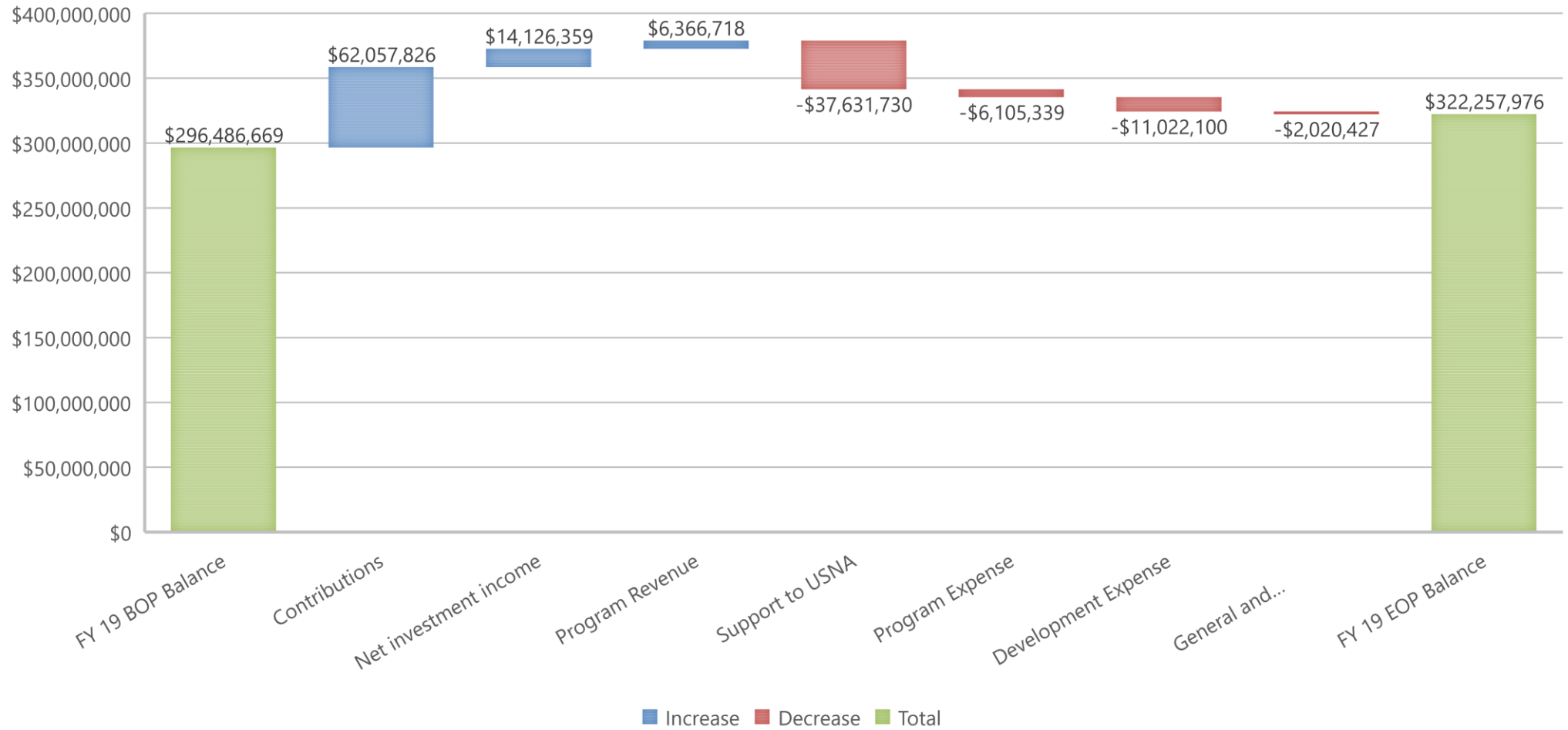
Increase in UR Net Assets



Total = \$322.3mm
6/19

TREASURY & FINANCE UPDATE

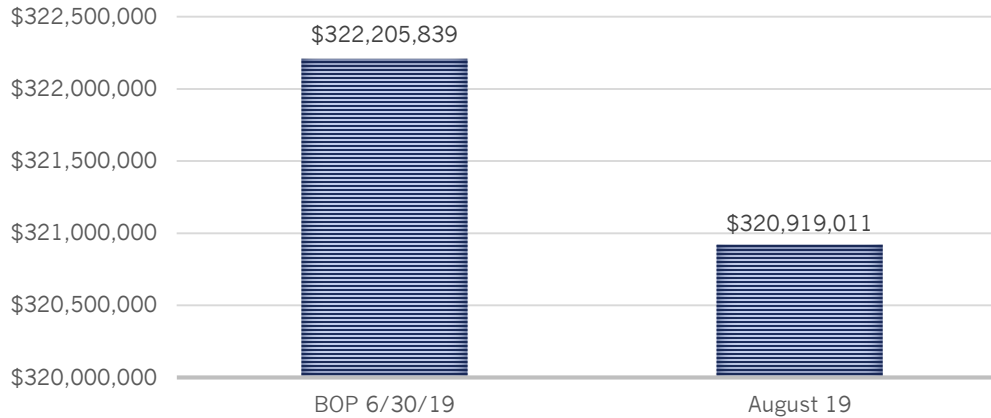
FY19



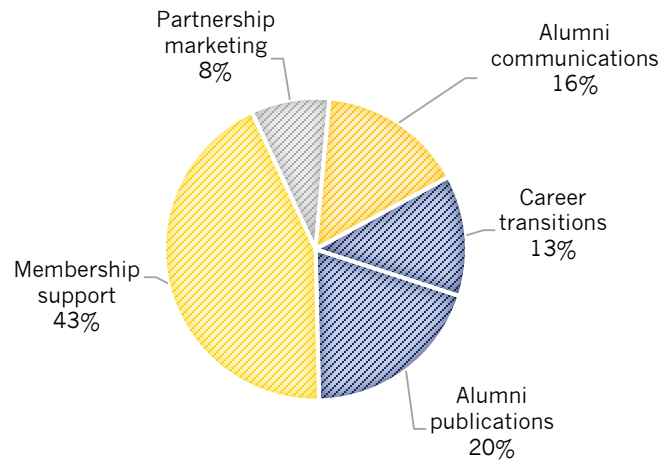
PROPRIETARY

TREASURY & FINANCE UPDATE

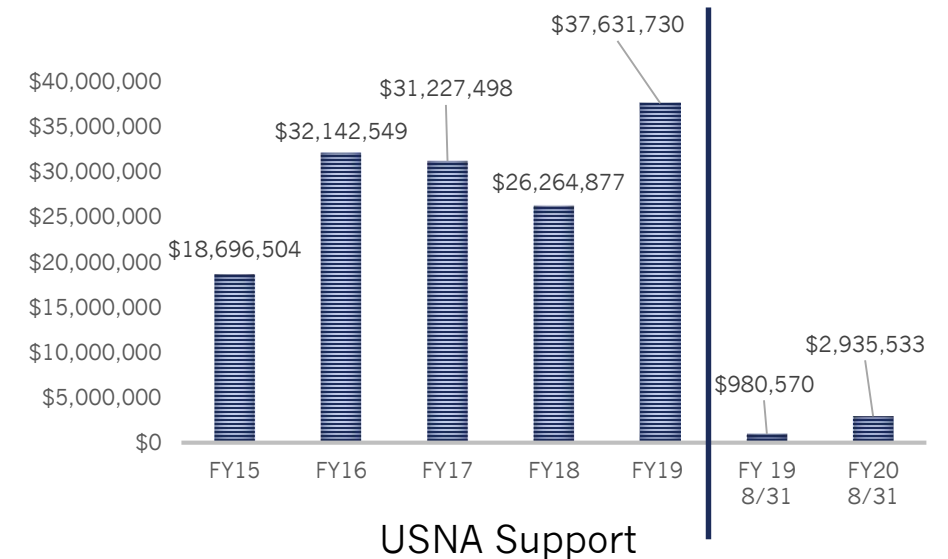
FY 2020 (8/19)



- Decline in net assets driven by revenue and USNA request timing
- Continued strong alumni programmatic support



\$863k alumni programmatic support YTD



PROPRIETARY



SUMMARY

- Excellent audit results – no adjusting entries
- FY19 record breaking year
- FY20 good start – continued strong support to USNA



PROPRIETARY



KRISTEN PIRONIS EXECUTIVE VICE PRESIDENT, MARKETING AND COMMUNICATIONS

SHARING STORIES



CREATING EXPERIENCES



SHAPING FUTURE EVENTS

Upcoming

- 13-14 December: Army/Navy reception, gala, tailgate and game
- 18 December: Admiral Holloway's Funeral at USNA

And in 2020

- 20 March: Distinguished Graduate Award Ceremony
- 15-22 May: Commissioning Week 2020
- Summer/Fall: Alumni Association and Foundation Groundbreaking
- 27 – 29 August: Navy Football vs. Notre Dame in Ireland
- October: Campaign Celebration activities (*tentative*)
 - 175th Founder's Day
 - Hopper Hall Dedication





QUESTIONS?