

Notes from the Class of 1967 Conference for Leaders of West Point, 8/20-8/22, 2008

Compiled in order of the attended agenda

8/21/2008

0830-0900 Chairmen's Welcome (Ted Stroup, '82):

- Like last year, Confirmed Mission and Vision:
 - Mission: To serve West Point and its Graduates
 - Vision: To Become the Premier Alumni Association
- Chairmen's Areas of Emphasis:
 - Increase Communication
 - Ensure Good Governance (Theory to Practice)
 - Fund AOG Operations
 - NEW! Change, Continuity, Growth + Quality, Responsive, Coordinated Service to Graduates
- AOG Strategic Plan 2010
 - Endow AOG Operations
 - Establish a Marketing Plan
 - Establish an Integrated Communications Program
 - Develop/Implement Info Technology Program
 - Broad Base Effort to restore/preserve Winning Tradition
- Total Living Graduates: 46,820 (up from 450 last year), Midpoint: Class of '84 (up from '83 last year)
- Board of Directors
 - Director wants a spread of age group by decades since graduation
 - 1st Decade: Too busy (0 of 14, 0%)
 - 2nd Decade: Initial opportunity to participate (4 of 14, 29%)
 - 3rd+ Decade: More time and guilt (10 of 14, 71%)
- Issues Bubbling Up
 - Alma Mater/The Corps
 - Eligibility to go "PRO"
 - Football Seating
 - Junior Officer Retention
 - West Point Brands and Trademarks
 - Thayer Award
 - Distinguished Graduate Award
 - Annual Nominating/Election Process 2008

0900-1015 USMA Update from Superintendent (LTG Hagenbeck, '71)

- Trademark Issue
 - Compliance is high across the board
 - No-Cost Licensing is available
 - Protects the Academy
 - Primarily about keeping revenue for the Corps
- Class of '08
 - Graduation rate = 85%
 - Top 3 Branching
 - INF 27%
 - EN 18%
 - FA 12%
 - Officer Incentive Program
 - Grads can incur additional obligation for guaranteed Branch, Post, or Graduate School
 - 1/3 of '08 participated
 - Increases long term human capital
 - Currently 35%-40% of grads serve 20 Years
 - Program expected to raise that to 55%
- Class of '12
 - 1302 new Cadets
 - 28 Combat Vets
 - 18% Women
 - 8% Minority
- Military Development- 3 blocks over 11 total weeks each summer
 - Cadet Basic Training (Beast Barracks)
 - Enhanced Military Training
 - Extended to 7 weeks and looking at extending to 12 (bringing more of Buckner Skills to Beast)
 - Cadet Field Training (FOB Buckner)
 - Reduced to four weeks long
 - Decreased Active Duty training resources
 - 7x24, only one day off.
 - Yearlings can now attend Military Schools or Academic programs Yearling Summer
 - Operated like a Forward Operating Base in current conflict based scenarios
 - Arab Speakers
 - Cordon-and-Searches
 - React to IED
 - Convoy Operations
 - Integrated ROTC and sister-service attendees (130+ this summer)
 - Cadet Leadership Development Training for Firsties

- Piloted this summer with very positive results
 - Will be rolled to all Firsties this year
 - 23 Total Days (19 Training days, 16 nights in the field)
 - Set up like a mini-ranger school
 - Lane/Scenario driven
 - Peer Evaluated
 - Rotating leadership Roles
 - CAT??? (CTLT and DCLT)
 - Summer '08
 - CTLT 824 Cadets
 - DCLT 282 cadets
 - General Observations
 - Greater Flexibility in Summer Schedules with more options
 - Increased number of Individual Academic Development programs with a focus on foreign immersion
 - Greater focus on Cadet Leadership (Beast and Buckner are as hard on cadre as New Cadets and Yearlings)
- Academic Development
 - US News and World Report
 - #1 Public School
 - #6 Overall Undergraduate School
 - Better than other two academies
 - Jefferson Library is Open
 - Stone is from the same Quarry as the rest of the major buildings, anticipate it will match better after 10 years of wear
 - Patton's status will be up by graduation for the Class of '09; Location TBD
 - Multiple Multimedia Classrooms
 - Coffee Shop for all classes
 - Amazing View
 - Carpeted
- Physical Development
 - 25 Competitive Sports Clubs
 - 24 National Champions since 2000
 - 84% win rate on interacademy contests
 - 5 Coach of the Year Awards
 - 11 All-Americans
 - 6 Conference Championships
 - 3 Olympians
 - Air Rifle
 - Swimming and Diving (Athlete and Coach for Guam)

- Corps Squad Football
 - Bought out Ohio State, Wake Forrest, and Boston College (donation)
 - Evaluating Scheduling
 - 1/3 We can beat on paper
 - 1/3 We will be competitive
 - 1/3 Stretch Goals
 - “West Point” in the End Zone
 - New Jumbotron
 - Army-Navy not being sold to corporate sponsors...yet
 - May start moving Army-Navy game around the country
 - Too many think the Army Team is made up of SGTs and PVTs; changing the uniform for games back to Dress Uniform from ACUs/BDUs
- Office of the Directorate of Intercollegiate Activities (ODIA) Priorities
 - Housing being Privatized by DoD, Civilian Coaches being moved out; Looking at a Coaching Village off post
 - Indoor Track Facilities
 - East Stands at Michie Stadium
 - Built in 1910
 - Adding boxes, offices, visitor locker room
 - Attained \$12M from Army to build
 - Why? It’s what the world sees on TV. Looking at putting the Corps here to be behind the visiting team and get more exposure on TV.
- Supe’s Budget
 - \$32M from AOG
 - \$270M from Army
 - \$150M from Endowment
- Question and Answer
 - Caleb Campbell Fiasco
 - Alternate Service Option dictated by DoD
 - First two years must be active and can be done on recruiting
 - The interpretation of “Active Duty” was changed by the DoD to clarify that it can’t be just one day a week in a professional athletes location
 - Change driven by Navy concerns about competitive disadvantage
 - Trademark Issues (See follow-on)

1030-1130 Panel on Cadet Study Abroad Programs

- There has been a significant increase and focus on cadets gaining overseas experience

- 56 cadets over 28 countries for Spring Break Immersion
- 560 cadets to 59 Countries for Summer Program
- 150 cadets to 15 countries for Semester Abroad (just a handful a few years ago)
- Intent is that every cadet will have at least one overseas experience
- Involves more than just language majors (Electrical Engineering majors set up a vocational training school in Thailand's northern tribal region)

1400-1730 Society Breakout Sessions

- Org Support Update (Maryellen Picciuto, '86)
 - Chairman's Circle (gifts of \$1000+ to the Long Gray Line Endowment) funds her office
 - Society Hosted Tailgates for 2008 Season
 - 9/27 Texas A&M
 - 10/4 Tulane
 - 10/18 Buffalo
 - 11/8 Rice
 - 11/22 Rutgers
 - 12/6 Navy
 - Distinguished Society Awards
 - 61 DSAs in 2007
 - 17 Societies have earned it every year since inception more than 15 years ago
 - Only one was awarded DSA for the first time this year...WPS of Central Texas
 - Trademarks and Logos
 - Update provided via Memorandum
 - Copies can be provided upon request

8/22/2007

0900-1000 WPAOG President's Report- COL(Ret) Bob McClure '76 "State of the Long Gray Line"

- "The Association shall be dedicated to furthering the ideals and promoting the welfare of the United States Military Academy, and to supporting and serving its graduates."
- Reiterated Mission: To serve West Point and its Graduates
- Changes to Staff in the last year
 - John Calabro '68-SVP and Chief Operating Officer
 - James E. Johnston '73-VP for Alumni Support
 - Brian Crockett-VP for Development
 - Carl Moccia-VP and CFO
 - Siobhain Cushen '94-Director of Corp and Foundation Relations
- The Long Gray Line
 - 46820 Living graduates
 - Mid-point Cullum number is 41494 (Class of 1984)

- COL Maury Cralle, Class of '28 is the oldest grad
 - Last active Cullum Number is 65104
- At this Leaders' Conference
 - Classes of '39 to '05
 - 61 of 128 Societies from around the world (Germany, Great Britain, Singapore, Thailand!)
 - Over 200 participants—near record
- AOG Assets, \$200.5M Total
 - \$67.5M in AOG Support Accounts
 - \$133.0M in Academy Support Accounts
- Bicentennial Campaign
 - \$218M that changed West Point forever
 - \$31M in 2007
 - Building a culture of philanthropy for West Point
- Snapshots of the “Enemy”
 - Navy
 - \$70/year for membership or \$700 lifetime
 - 10 issues of *Shipmate*
 - Allotments begin as mids
 - Other “benefits”- the same as ours
 - Air Force
 - \$50/year for membership or \$700 lifetime
 - 4 issues of *Checkpoints*
 - Other “benefits”- the same as ours
- Dual Mission
 - Serve West Point & Serve its graduates
 - Engage Graduates Career Services
 - Fundraising Affinity Programs
 - Build Affinity for WP Class Support
 - Promote Ideals of WP Society Support
 - Cadet Programs
 - Career Services
 - Affinity Program
 - Class Support
 - Society Support
- Promoting the Ideals of West Point
 - Sylvanus T. Thayer Award for non-graduates

“. . . a United States citizen, other than a West Point graduate, whose outstanding character, accomplishments, and national stature reflect a life of great service to our Nation and exemplify the West Point motto Duty, Honor, Country.”

- Distinguished Graduate Award
 - Classes, societies, and individual members may nominate
 - Unlimited nominations
 - Nominating letter—three pages
 - Endorsement letters—one page
 - Nominations are active for three years
 - Deadline: 7 November 2008
 - “Graduates...whose character, distinguished service, and stature draw wholesome comparison to...“Duty, Honor, Country.” With the purpose of identifying to the public and the Corps of Cadets the broad national significance of West Point...”
 - “Candidates should have demonstrated a strong interest in supporting West Point throughout their lifetime.”
- Ninninger Award
- Distinguished Society Award
- Pershing Writing Award
- The 50-Year Affiliation- The class celebrating their 50th reunion at the current graduation
 - R-Day Oath Ceremony
 - Plebe Marchback
 - Acceptance Day
 - Class Crest Unveiling
 - Class Flag Presentation
 - Affirmation Ceremony
 - Ring Weekend
 - First Brass
 - Lieutenant Bars
- Upcoming initiatives
 - Comprehensive Graduate Survey
 - Comprehensive Campaign
- In the News Today: USMA RANKS!
 - 14th Best Liberal Arts College (out of 265 liberal arts colleges) (USNA is 22)
 - 1st Best Public Liberal Arts College (out of 27 public liberal arts colleges) (USNA is 2)
 - 5th Best Undergraduate Engineering Program (among schools whose highest degree is a Bachelors or Masters) (USNA 6 & USAFA 8)
 - 2nd Civil Engineering Specialty

Source: U.S. News & World Report's 2009 Edition, America's Best Colleges

0930-1000 West Point Leader's Survey

- Perceptions Task Force
 - Task Force established -- October 2007
 - Mission – WPAOG assessment and enhancement
 - Professionally developed survey instruments
 - Alumni Leaders Survey – the first project
 - Intent for assessment to be an integral part of the WP Association of Graduates culture:
 - Constituent groups
 - Stakeholders
 - Specific topics of interest
 - Alumni Leader's Survey
 - Target Group:
 - Class and Society Presidents
 - Directors and Advisors
 - Alumni Support Committee
 - 150 out of 312 surveyed responded
 - Initial Impressions
 - Memorial programs are appreciated
 - Communications are highly valued
 - Career Services are largely unused
 - Other Services and Programs
 - Gift Shop noted by many
 - Use of alumni center—excellent
 - Major awards program is important.
 - Leaders Conference is important
 - Distinguished Society Award program important
 - Founders Day support – also important

1015-1100 Report on West Point Brand Study (Artemis Communications)

- A nationwide survey of America's opinion of West Point
 - 3 Groups Surveyed (2919 Total Responses)
 - General Adults/Public (1515, 52%)
 - Parents of Teens (252, 9%)
 - Teens (1152, 39%)
 - Audited Internal and External Correspondence
 - Familiarity
 - 2 out of 3 Teens and 8 out of 10 Adults Familiar with West Point
 - 1 out of 3 Teens rate West Point as excellent (Only eclipsed by Harvard)

- What West Point Struggles with is closing the Importance and Performance Gap
 - Ex. What we are known best for may not be the most important for Adults and Teens (i.e., having fun, etc.)
- Interest in Military?
 - Teens
 - 55% not interested in a military life
 - 14% are antiwar
 - Adults
 - 44% are antiwar
 - 15% not interested in military life
- Overall findings
 - We don't have a disciplined marketing approach
 - Almost 40 different emblems
 - Multiple different themed marketing approaches
 - No marketing of respected faculty and staff
 - Being a cadet can be fun, all of our marketing shows people just working hard

1200-1315 Distinguished Societies Award Luncheon with guest speaker Prof. Elizabeth Samet

- West Point Society of Central Texas recognized for their first DSA presentation
- Prof. Elizabeth Samet
 - Author of "Soldier's Heart: Reading Literature through Peace and War at West Point"
 - Coming to teach at West Point changes a pure intellectual commitment to students into an emotional one
 - Saw gradual but distinct shift at academy after the war began
 - Combat vets have enriched the experience in the classroom
 - Reading about others who had faced combat for the first time comforts those facing their own initial combat
 - Beyond teaching, teaching at West Point is teaching to a particular group of people at a particular time in history

1345-1415 Admissions Update COL Mike Endres

- Desired Class Composition
 - Leaders (20-25%)
 - Soldiers (12-15%)
 - Athletes (20-25%)
 - Scholars (20-25%)
 - Minorities (20-25%)
 - Women 14-16%)
- Overall Eligibility

- 58% of the youth population is ineligible for the US Military
 - Physical and Medical 45%
 - Drugs/Alcohol 17%
 - Dependents 8%
 - Legal 6%
- The “Whole Candidate Concept”
 - 60% Academic Ability
 - 30% Leadership Potential
 - 10% Candidate Fitness
- Class of '12 Stats
 - Application
 - Files Opened 10,131
 - Athletes 1,446
 - Qualified 1,942
 - Offered 1,590
 - Accepted 1,299
 - Declined 291
 - Yield 81.7%
 - 1,274 SAT Average
 - 59 Valedictorians
 - 118 Class Presidents
 - 732 Team Captains
 - 1,143 Varsity Letters
 - 15% Women
 - 9% Hispanic
 - 6% African-Americans
 - 14 International Cadets
 - 28 Combat Vets
- What can Societies do to help?
 - Be active in recruiting for West Point
 - High schoolers and parents don't know about your Alma Mater
 - Each West Point graduate finds their West Point replacement each year
 - Work with/support/ BE your Admissions Field Force
 - Work with/support your West Point Parent's Club
 - Understand that our world, society and Army are significantly different from 1955, 1965, 1975, 1985, 1995, etc.
 - Doesn't automatically mean that “West Point has sold out”
 - Does mean that our challenges in passing information on West Point and Army values of officership and leadership to the youth of America are significant
 - Specific Recommendations
 - Sponsor candidates to the Summer Leaders Seminar
 - Make admissions efforts a primary mission for your Society

- Have a DAD Field Force representative on your board
 - Host West Point Leadership award in local high schools
 - Provide quality locations for local candidate, Field Force and educator meetings and workshops
 - Invite West Point grads to all DAD Field Force and West Point Parents Club functions
 - Founder's Days and Football Games
 - Integrate all of your activities with your Admissions Field Force and the local Parents Club
 - Sponsor cadets working in the local area for CPRC
 - Provide access to schools, churches, civic organizations
- Summer Leaders Seminar 2007
 - 802 High School Seniors Attended SLS in 2007
 - 489 of those were offered admission (61% of total attendees)
 - 387 accepted admissions (48% of total attendees)
 - 28% of the Class of 2012 are SLS grads
- Real Winners
 - Founder's Day
 - Admitted Candidates meet with speaker before Benny Haven's Hour
 - Hosted to Dinner by Society
 - Parents pay their own way
 - New Cadet Send Offs
 - In conjunction with yearling summer leave
 - Parent's Club
 - Replace yourself every year with a quality, motivated nominee
- New Initiatives
 - Update to Leaders for a Lifetime
 - Paperless Admissions File
 - Minority Recruiting Initiatives
 - Cadet Blogs and Interactive Videos
 - High School Ethics Conference CPRC participation