



DEFINING OUR FUTURE

Class Advisory Senate Meeting

1 November 2022

Presented by:

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SVP, Alumni Relations and Business Development



Two key items launched in 2022.

Membership for All Graduates (MAG)

- Launched 3 Jan 2022 with 59% graduate membership
- As of 1 Nov, 8% growth (34,582 graduate members)
- Processes in place for Class of 2026 beyond

Graduate Survey

- Qualitative & quantitative approach; launched Mar 2022 with 8,800 participants
- “Pride in our Academy” as the focal point with participant self-alignment to six personas
- Results released in August



What's next with MAG and the survey?

Membership for All Graduates

- Inviting graduates at every opportunity to join, at no cost
- Goal of 5% growth each year → 85% membership
- Reinvigorating membership benefits
- Continuing a culture of gratitude for legacy members

Graduate Survey

- Key Findings
- Strategic planning for 2023 and beyond
- Alumni and Legacy Class Programs audit and review



Key Finding #1: Grads across all demographics exist in the six personas.

The Six USAFA Personas



Actively Engaged

The Air Force and Academy are central to my life. Not only are many of my closest friends USAFA grads, but I also help build and grow networks of graduates who want to connect with the Academy or to each other.



Proud and Show It

Everyone who knows me, even if they just met me, knows I am a graduate of USAFA. I am proud of my alma mater, and it shows in the way I act, what I say, and even what I wear.



Inwardly Proud

I am proud of being a graduate of the Academy, but that pride lives more inside of me than being something I put out there for anyone else to see.



Not Valued by USAFA

I feel like the Academy has left me behind, as if I am not the type of graduate they care about. I don't feel particularly valued by the Academy.



Lost Interest in USAFA

I no longer associate much with USAFA, not because of personal or professional disagreements, but because it is just not important to me right now in my life.



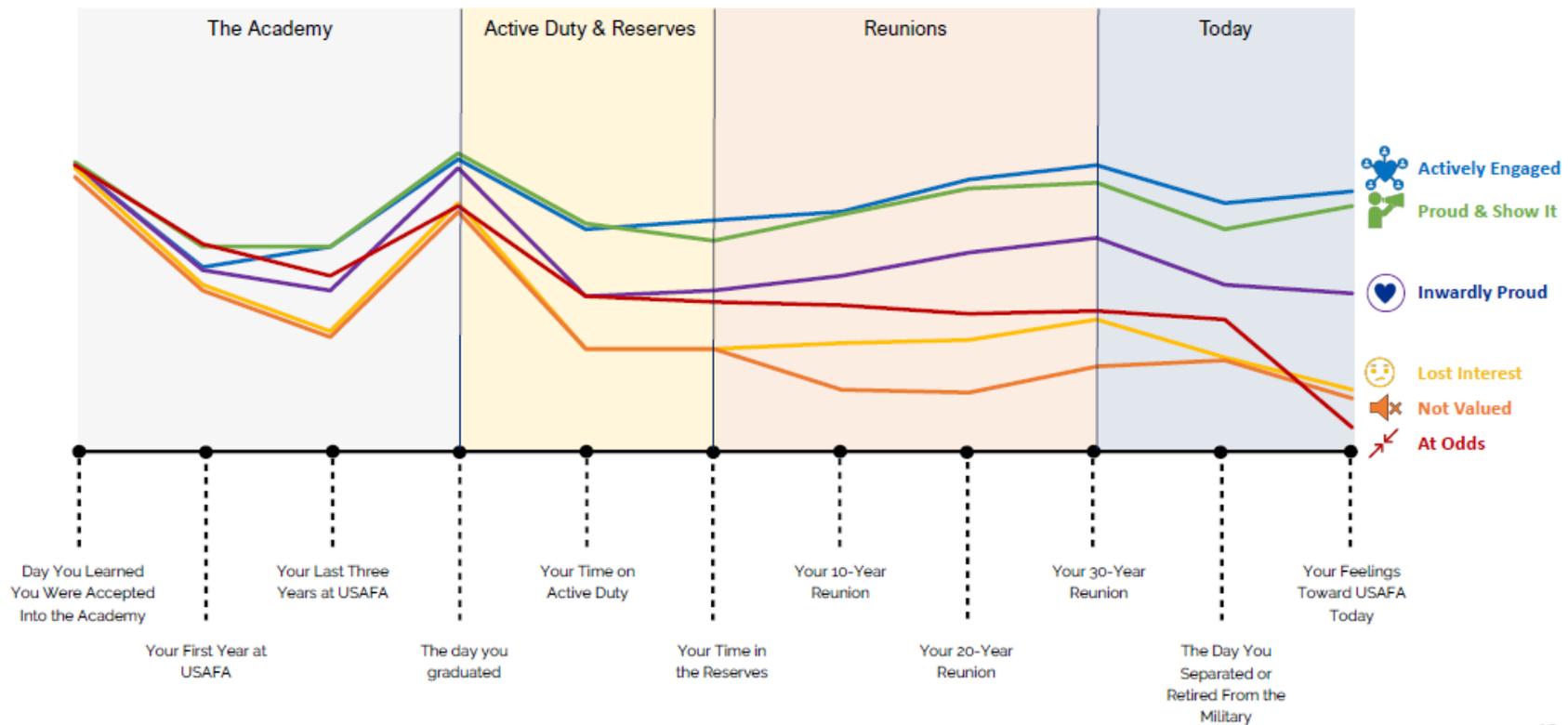
At Odds with USAFA

I am disappointed and sometimes even angry with USAFA, finding myself at odds with the things it does and says. USAFA is not the kind of institution I find myself wanting to be associated with anymore.



Key Finding #2: We have key windows of time to affect pride.

Pride From Day 1

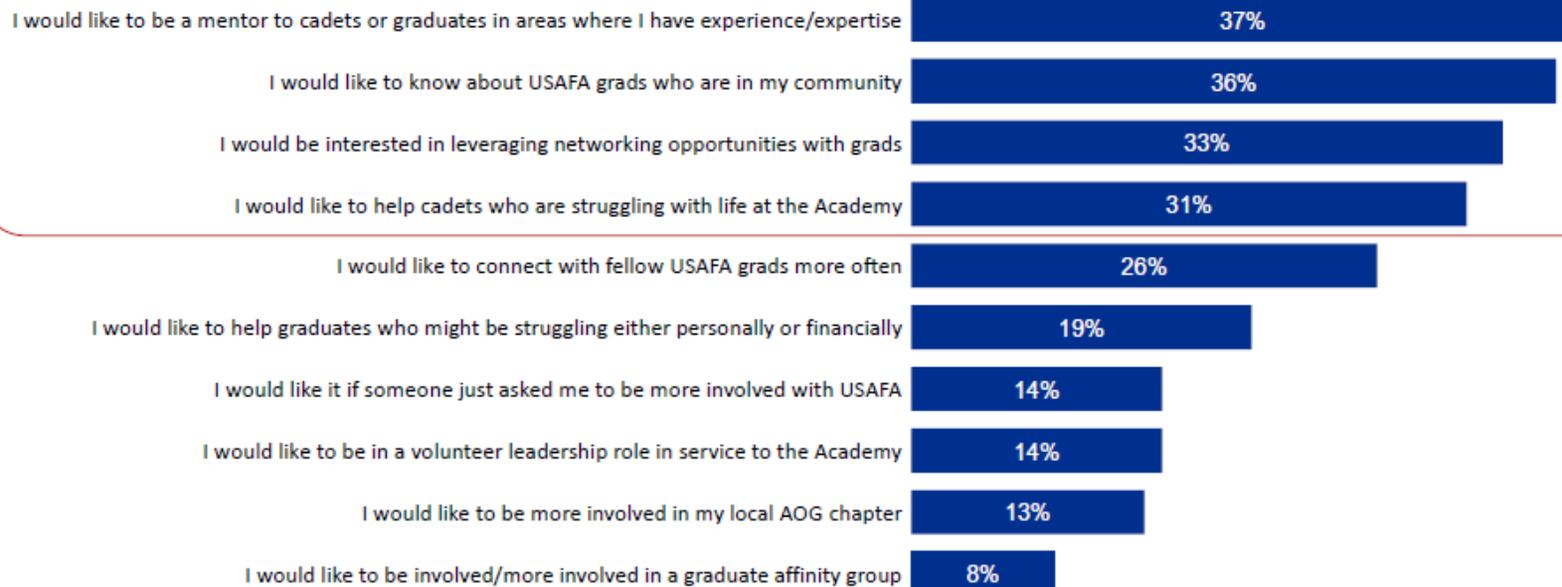


Key Finding #3: Grads shared how they will reconnect.

Finding Ways to Connect

"Several graduates told us they would be interested in being more involved with other graduates if they could help with the right type of need. Please indicate if any of these would be of interest to you."

% "Definitely Interested"



Some important changes pave the way for success in 2023 and beyond:

Alumni Relations Team

- **Join** (Membership and Sponsorship)
- **Connect** (Alumni Programs)
- **Engage** (Alumni Engagement)

Power of Distributed Groups (CAS, Chapters, Affinity Groups)

USAFA Portal

Signature Engagement Opportunities

- Long Blue Line Weekend
- Reunions (1-11-5500)

