

## USAFA AOG Chapter Presidents Conference, 2019

To: The Officers and Board of the Baltimore Chapter of the USAFA AOG (BCAOG)

From: Christopher Jones, '03, Acting BCAOG Vice President, September 2, 2019

Subject: Report on the activities and information shared at the 2018 annual AOG Chapter Presidents Conference, August 28 - 29.

### Background:

The USAFA AOG holds an annual conference for Chapter Presidents in order to provide information on what is going on with the Academy and the alumni base, foster the exchange of information between chapters, and get feedback on how things are going in the chapters. Despite its name, the conference is not required attendance for the Chapter President specifically: a representative is permitted to attend in place of the Chapter President. Attendance at the conference by one or more representatives of a chapter is one of the required elements for the award of Distinguished Chapter, an honor that the BCAOG has held since 2014. This report fulfills part of that requirement.

### Attendees:

First Name	Last Name	Chapter	Class Year
Tom	Tomaras	Abilene	1981
Al	Dunlap	Abilene TX	1973
Patrick	Yanke	AFA Society of NC	1993
Kay	Grosinske	Alamo AOG	1982
Kelvin	King	Atlanta	1996
Christopher	Jones	BCAOG	2003
Pauleta	Hendrickson	Blue Chile Chapter, New Mexico	1985
H. Michael	Lambert	CenTex (Austin)	1970
Ron	Murray	Central Oklahoma	1965
Curt	Wagner	Central Oklahoma	1990
Michael	Rose	Charleston Chapter	1969
Javier	Caraveo	El Paso Texas	2003
Barb	Brennan	Granite State	1984
Roy	Kessell	Heartland-Lemay	1970
Rod	Kallman	Las Vegas	1975
Charles	Zitzmann	New York City	1998
Rick	Wright	North Texas	1974
Glen	Wilson	NWA Chapter	1962
Dick	Sexton	Rampart Chapter	1960
Ronald J	Kos	Sacramento	1963
Jeff	Orr	Southern Arizona	1992
Mike	Ziemann	St. Louis	1998
Joyce	Washington	SW Ohio	1985
Robert	Hickcox	Twin Cities	1975
Gregory	Cappuzzo	Vermont	2010
Alexander	Gradados	WASHINGTON dc	2004
Chad	Gericke	Wichita	1989

## Content Overview:

For 2019 the AOG compressed the conference into two days; the following notes provide an overview of what was an intense and rich exchange of information and ideas. While the Chapter Presidents Conference was underway, the annual gathering of the Parents' Clubs was also being held. Since one of the goals of the AOG is to encourage more interaction between the alumni and the parents, some of the sessions were jointly attended. Most of the meetings were held in Polaris Hall (day 1) and Doolittle Hall (day 2) on the Academy grounds. Day 1 was focused on what the AOG and the Endowment are doing, culminating with a reception hosted by the Superintendent at the Carleton House. This reception enabled the conference attendees to meet and socialize with the Parents' Clubs attendees. Day 2 began with briefings from the senior USAFA leadership to both the chapter president attendees and the Parents' Clubs. After a combined lunch, the two groups split up and the conference continued with presentations from the AOG staff on various activities. The day concluded with the Distinguished Chapter banquet at the Eisenhower Golf Club. The final day was focused on the active exchange of information between the chapters on best practices, challenges, and opportunities.

## Detailed Notes:

*The following notes represent a summary of my written notes from the conference as well as my thoughts and reactions. Please note that these notes are highly subjective and subject to memory recall. Footnotes have been added as explanatory elements to make the following notes make more sense to those of you who were not in attendance. Any questions? Don't hesitate to ask any of the Chapter leadership!*

### USAFA Planetarium and STEM Center<sup>1</sup>

- Conference started off at the newly renovated and re-opened (March 4, 2019) USAFA Planetarium and STEM Center, which included a presentation of "Black Holes: The Other Side of Infinity"
- STEM Center
  - requires funding for additional construction to add classrooms off back behind the planetarium
  - STEM classes for visiting students
  - Cadets won't have to walk back to Fairchild for labs/hands on learning
- Open Mon-Fri until additional staffing
- Shows are free to the public

### Cathy McClain, '82, Chair of the AOG Board of Directors (by VTC)

- Thank you to the graduates for support to reach quorum for single CEO for AOG and Endowment

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<sup>1</sup> "After being closed for more than 14 years, the Academy's planetarium was completely renovated, updated with new projection and computer equipment, and reopened thanks to the generous support of Academy graduates and friends. It was also renamed the Planetarium and STEM Center to reflect its expanded role in providing STEM-based K-20 education and teacher training to cadets and educators from the community."

<https://www.usafa.org/news/greatestimpact>

- 6 person board, 3 each from AOG and Endowment, will select the CEO, to be in place by Spring 2020
- AOG intent is to engage/serve all graduates, not just AOG members
  - AOG bylaws say members must pay dues<sup>2</sup>
  - Could reduce dues to \$1
  - Tied to long blue line endowment
  - Adjust business model to remove need for current AOG dues
- Need to help grads through each phase of their lives; what do they need at each phase

Marty Marcolongo, '88, AOG President and CEO

- AOG membership dues only cover 14% of costs
  - \$420K/year income from new lifetime dues
  - \$70-75K/year in annual membership dues
- 40% of grads don't provide information to AOG (don't want to be hit up for money)
- Need to expand AOG network from 40% to 45,000 people
  - Grads, parents, siblings, ALO's
- Add service project before USAFA away football games/tailgate
  - Service project before Navy game in Annapolis this year
  - Packing bags for Lighthouse

Mike Gould, '76, President and CEO of the USAFA Endowment

- Efficient and perpetual stewardship of donated gifts to USAFA
- Alumni participation rate is 12%
- \$191M raised in 12 years
- Paying for<sup>3</sup>:
  - Distinguished speaker speaking fees (ex: Cheney, Panetta)
  - 2.5 day staff ride in Gettysburg for 27 Varsity Team Captains
  - Institute for Future Conflict
  - Center for Cyber Innovation
- Pushing alumni to join Sabre Society (donate \$1K/year)<sup>4</sup>
- Changing name to AFA Foundation
  - Single fundraiser for USAFA

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<sup>2</sup> The subject of dues has been an issue of debate for some time now. The elements of debate include how to engage more alumni in the community of graduates, the cost of providing alumni services, and the ability to fund new memberships from the Endowment. There are passionate voices on all sides of the debate, each with valid points. This is one of those areas which is different from other colleges, which are free to spend their money any way they want. The constraints on government-funded institutions requires a different approach. Hence, the debate.

<sup>3</sup> The Endowment has provided "support for the Academy to more than \$168 million since 2007." For more information, see <https://www.usafa.org/news/greatestimpact>

<sup>4</sup> It sounds like a lot of money, especially when you pay it all at once. However, it is worthy pointing out that a grand is less than 20 bucks per week.

- 312 funds<sup>5</sup>

Devin Davis, AOG Young Alumni Engagement Coordinator

- About to launch ZoomieLink (<https://zoomielink.usafa.org>)
  - Platform to engage grads
  - Social media platform locked to USAFA alumni only
  - Not trying to replace FaceBook groups
  - Will send email invite
  - Launched September 10, 2019
  - Identifying influencers to build buzz
  - Open to questions/concerns from security smart alumni
    - Devin will work to get answers for us, may post FAQ to site
  - Optional connection to linked in
- Gave lesson on Chapter web sites
  - **Baltimore Chapter web site used as the example**  
(<http://baltimore.usafachapters.org>)
- Request that we share images of chapter events for AOG to post on social media<sup>6</sup>
- Career Center Briefing
  - Move career support beyond just SACC
  - Resume Writing assistance
  - Support self-employment
  - More support for military spouses

Karina Ross, Director of Constituent Relations

- Fresh Events to attract additional chapter members<sup>7</sup>
  - Multiple audiences; goal is at least 2 events/year
    - Single: brew tours, outdoor activities, watch parties, running group, Groupons
    - Married: date nights, wine tasting cooking class, game night
    - Family: Story time, pottery class, day at the zoo, family 5K, holiday theme events
  - Service events seem to be the best way to attract younger grads
    - Meaningfulness, likeability, memorability

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<sup>5</sup> This sounds like an impossibly high number, but yeah. There are fundraising organizations all over the place for every special thing you can think of. Combining it will enable all kinds of efficiencies and deconflictions.

<sup>6</sup> “The Association of Graduates is looking for photo submissions from our alumni chapters and affiliate groups to run on social media and perhaps in Checkpoints magazine. At your next event, grab your smart phone or camera and follow these simple guidelines to improve your chances that we’ll publish the image! Plus send us an explanation of your activity that we can use for the caption or social media post. ...

“To submit your photo(s), email [jeff.holmquist@aogusafa.org](mailto:jeff.holmquist@aogusafa.org) and add it as an attachment. Do not embed the photo into the text area of your email, or else it will be compressed and won’t be printable. Questions? Call Jeff Holmquist 719-247-8743.”

<sup>7</sup> Don’t forget to attend Brews and Brainstorming on Oct 2 (Wednesday). It kicks off at 5:30 pm at the Guinness Brewery. <http://baltimore.usafachapters.org/events.html>

- Find a cause/service that motivates them
- Service and support when disaster strikes

Brig Gen Edmondson, USAFA Commandant as of May 2019

- UF grad, 2X Training Group Commander, Wg CC at Keesler, Space Operator, previous assignment at NSC working Space issues/Space Force and Space Command<sup>8</sup>
- Bring AETC mindset to training, safety and risk reduction
- Growing to 2 AMTs for each cadet squadron
- Shift cadet wing from 2 class system to 4 class system (4-airmen, 3-NCO, 2-SNCO, 1-Officer)<sup>9</sup>

Col Letendre , new Dean (once confirmed by Senate)<sup>10</sup>

- Former Space Operator and JAG
- Law Dept Permanent Professor
- USAFA passed accreditation, now good for the next 10 years<sup>11</sup>
- AF is standing up a PhD talent management office
- USAFA adding Data Science major
- \$45-50M in undergraduate research<sup>12</sup>
- 20 pilots currently on faculty teaching
- 3 rated permanent professors
- AFSC selection will be in junior year starting with class of 2021

Nicole Cox, '09, Grad Outreach, USAFA Strategic Communications

- 206 grads showed up for march back from Jacks Valley
  - New tradition starting in 2019, they only had a month to plan
  - For summer 2020, will plan for 500 grads to show up, will be able to eat lunch with cadets in Mitchell Hall
- For 10 year reunion, adding AFSC panel with 200 2-degrees
- Goal is increased contact with AOG members and non-members
  - Using news letter and web site
  - Will be sending out master schedule about when cadets will be in the your area
- [Usafa.graduateliason@usafa.edu](mailto:Usafa.graduateliason@usafa.edu)

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<sup>8</sup> <https://www.af.mil/About-Us/Biographies/Display/Article/1779689/brigadier-general-michele-c-edmondson/>

<sup>9</sup> <https://www.usafa.edu/cadet-life/military/professional-development/>

<sup>10</sup> <https://www.usafa.af.mil/News/Article/1959770/academy-dean-slated-to-exit-air-force-official-retirement-ceremony-scheduled-fo/>

<sup>11</sup> This is huge. 10 years. Wow. For those of you not familiar with the torture that is called accreditation, it is very rare to pass with this type of judgment. The folks doing the paperwork (which is annoyingly detailed and complex) deserve credit, but the underlying structure is something that we can all take pride in.

<sup>12</sup> USAFA was ranked first in undergraduate research, something that simply would not be possible without the contributions from the Endowment.

- Will be working with BCAOG to better connect our grads working Cyber at USCYBERCOM and NSA with cyber at USAFA (DFCS and CyberWorx)<sup>13</sup>

Lt Gen Silveria, '85, Superintendent

- Seeing increased parental involvement
  - Acceptance day parade had over 4,000 people attend
  - More parents showing up every year
  - 89 parents clubs
- 62% of cadets: neither parent served in military
- Goals for new graduates:
  - Remain innovative (future conflict)
  - Come with warrior ethos
  - Impeccable character
- Class of 2019 stats
  - 528 pilots
  - 36 RPA
  - 54 cyber
  - 31 space (Gen Raymond had all 31 over for dinner at his house)
  - 2 Rhodes scholars, 110 to grad school
  - 65% operators
- 1175 in processed into class of 2023
- Rumor control
  - Brig Gen Goodwin, previous commandant is being investigated by IG
  - Brig Gen Edmondson is new commandant as of May
  - Previous Vice commandant was arrested for DUI and replaced
  - New dean is awaiting Senate confirmation, no concerns
  - New 10 ABW/CC Col Hartless
  - New Director of Athletics
    - Mr. Nathan Pine is not a gov employee. This is a new construct, makes him more effective running athletics and better able to work with conference
    - Col Block is Athletics Executive Director and USG Lead
  - Have enlisted faculty members (based on credentials, not rank)
  - Added CCTV<sup>14</sup> to Sijan and Vandenburg Halls
    - For safety and security; Common areas only
    - Going to prep school, Fairchild, etc
  - Cadets will get OCPs in April 2020, all cadets will switch to OCPs at the same time with arrival of class of 2024<sup>15</sup>

<sup>13</sup> <https://www.usafa.edu/department/computer-science/>

<sup>14</sup> Closed Circuit Television (CCTV) is a standard surveillance technology. In true CCTV, the system is wired, not wireless, which has its pluses and minuses. But as with all things, internet protocol has snuck into the system. [https://en.wikipedia.org/wiki/Closed-circuit\\_television](https://en.wikipedia.org/wiki/Closed-circuit_television)

<sup>15</sup> <https://www.usafa.af.mil/News/Article/1721474/latest-ocp-guidance-approves-current-subdued-patches/>

- North Gate Development<sup>16</sup>
  - Leasing land to a developer between North Gate and I-25
  - Developer is building the new visitor center
  - Using enhanced use lease
  - Still working through legal reviews
  - No gov money will be spent on visitor center
- Cyber Innovation Center<sup>17</sup> - \$60M building for cyber education, industry and government collaboration
  - One of 4 cyber accredited programs
  - Will house CyberWorx (currently crammed into library)
- Chapel is closed for 4 years for full refurbishment
  - 9 faith groups moved out
- Sijan Hall renovation starts next year for phased renovation
  - Some squadrons will move to Vandenburg Hall
- USAFA IT upgrade
  - 10x bandwidth increase
  - BYOD (Bring Your Own Device) will be available for cadets
    - Class of 2023 and 2024 will still be issued a computer
  - Office 365 and Blackboard
  - Full software scrub across USAFA
    - New schedule software (same used at Penn State)
    - Option to change from M/T schedule to M-F (undecided at this time)
    - Salesforce for admissions
- Get after societal issues (race and gender relations)
  - Increasing number of women and minorities
  - 1197 women in residence
  - Moral imperative to represent the society we serve<sup>18</sup>
- 29 Varsity Teams with over 1000 varsity athletes
- Adding VR training to airfield training
  - Replace weather cancelled training time
  - Now an all-weather training squadron
- Institute for Future Conflict
  - No new building
  - Starting with faculty guided research
- Congress asked USAFA about return on investment
  - Retention rates are down, most likely due to good economy

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<sup>16</sup> <https://pagetwo.completecolorado.com/2019/03/15/colorado-springs-finalizes-usafa-annexation-questions-over-exercise-of-gun-rights-on-new-development-remain/>  
<https://pagetwo.completecolorado.com/2019/05/10/air-force-academy-visitors-center-projects-aired-at-el-paso-county-commission-work-session-use-of-tax-subsidies-questioned/>

<sup>17</sup> <https://www.tradelineinc.com/news/2019-7/united-states-air-force-academy-plans-center-cyber-innovation>

<sup>18</sup> Not just a moral imperative. [https://www.glassdoor.com/employers/blog/diversity-inclusion-research-roundup-top-studies-you-need-to-know/?utm\\_referrer=https%3A%2F%2Fwww.google.com%2F](https://www.glassdoor.com/employers/blog/diversity-inclusion-research-roundup-top-studies-you-need-to-know/?utm_referrer=https%3A%2F%2Fwww.google.com%2F)

- Congress asked about increasing ADSC (current is 5 years, 10 years for pilot)<sup>19</sup>
- Note: USAFA produces leaders in all aspects of society, even after military service
- Space Force impact to USAFA
  - Looking at USNA as model
  - No decision on name change for USAFA

#### Strategic Outreach/Communications

- More volunteers for speakers than requested for Founders Dinner events
- USAFA bus tours planning is in progress
- Building full USAFA schedule which will be shared with parents clubs, chapters and grads
- Setting up theme weeks for football games
  - 20-27 September is cyber week
- USAFA has Alexa app (ask Alexa what is happening at USAFA today)
- New FM frequency for KAFA, internet broadcast is available
- Virtual tour is available online for majority of USAFA campus

#### Gregory Shuey, '68, Kansas City Chapter

- What is the Chapter's purpose
  - KCAOG promote USAFA and AF
  - Is chapter a social club or have a more important purpose
- Team with interested organizations
- Identify and invite high potential Academy candidates and their parents
  - Selected by high school counselors
  - Freshman to juniors (9 candidates)
  - Compare and contrast Academy and civilian education
- Build Warrior story boards
- KCAOG setup air shows and significant public events, very impressive

#### Distinguished Chapter requirements discussion

- 72 AOG chapters, 40 are active
- Suggestions:
  - Use Founders Day to recognize USAFA appointees
  - Expand Dates for Founders day
    - Scheduling flexibility
    - Easier to schedule speakers
  - Support parents club Dooley brunch for appointees
  - Add points for service project
  - AOG provide guidance to chapters on requirements for non-profit/veteran
  - Chapter engage with grads, parents, cadets, appointees/candidates, community

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<sup>19</sup> <https://www.militarytimes.com/news/your-army/2019/07/15/service-academy-graduates-could-see-longer-military-obligations/>



- AOG provide guidance on chapter structure but don't make it mandatory
- Define what an active chapter is
- More support for new chapters
  - How to grow chapter
  - Pair established chapter leadership as mentors to new chapters
- Send additional suggestions for updates to Chapter handbook to Karina
- Send all chapter events to AOG to publish<sup>20</sup>
  - Need POC for each event
  - Need link to RSVP, if applicable

#### Extra Meetings

- On 30 Aug I coordinated with DFCS faculty Maj Jud Dressler and Lt Col Dave Merritt to visit USAFA DFCS and Cyberworx
- I served as the guest lecturer for a cyber ops class
  - Maj Dressler arranged for the classroom for to be cleared at the Secret level
  - Spoke with the cadets about state of cyber operations as USCYBERCOM and talked about the cyber ops career field, using my career as example
- Took a tour at Cyberworx, receiving briefings on current efforts
- Spent a few hours meeting additional DFCS faculty
  - Made arrangements to utilize BCAOG members at NSA and USCYBERCOM to connect with cadets interested in current operations

#### Links to event resources

- [Chapter Resource Guides](#)
- [Chapter Conference Photos](#)
- [Chapter Conference Presentations](#)
- [Zoomielink](#)

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<sup>20</sup> BCAOG has a link to our events from the USAFA AOG site. <https://www2.usafa.org/Group/Chapters/BC>