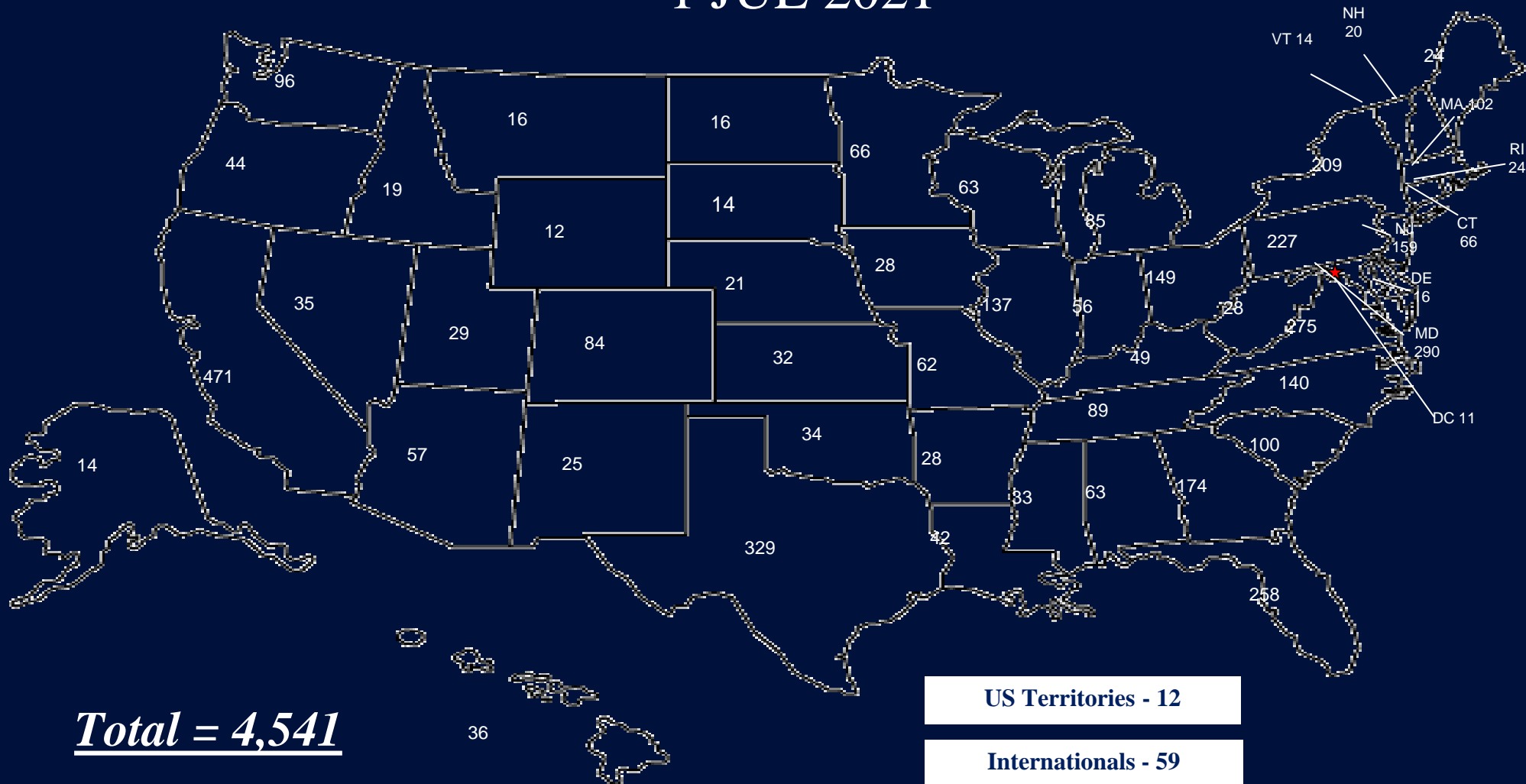
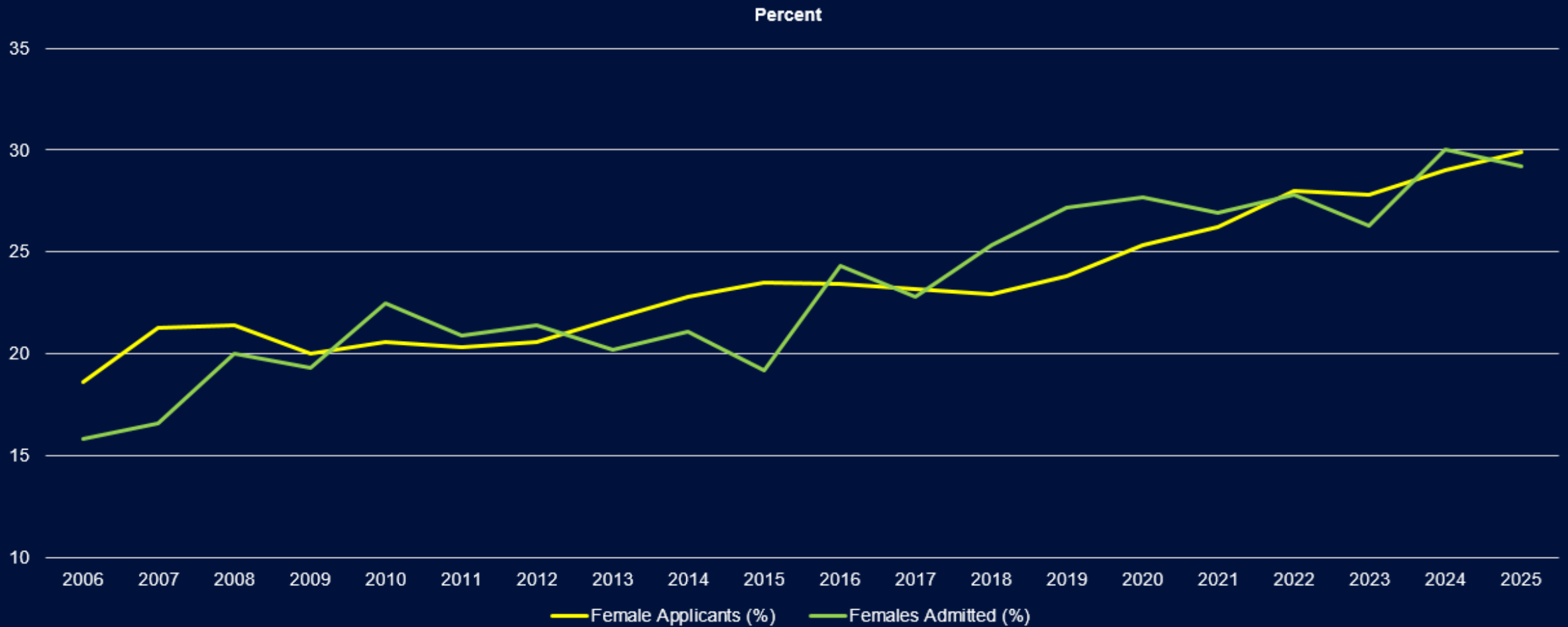


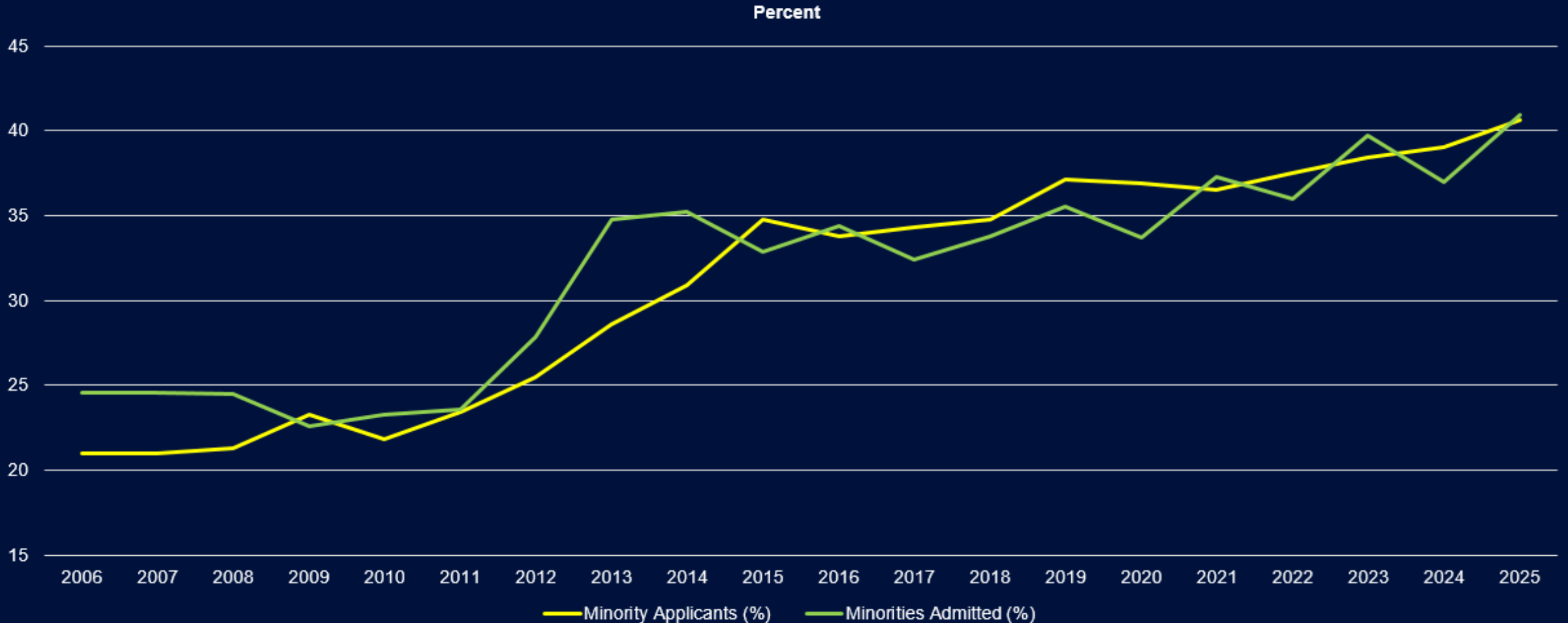
USNA Brigade Distribution by Home State 1 JUL 2021



Female Applicant Trends



Minority Applicant Trends



Emerging from COVID-19

- Staff vaccinated this last spring
- Conducted Day Tours for Candidates in Spring 2021
- Transitioned to in-person Admissions Briefings in June 2021
- Staff travel nationwide to conduct outreach beginning in July 2021
- Successfully conducted in-person Centers of Influence visit August 2021
- Admissions Board meeting in-person this fall
- Re-established overnight visits for vaccinated Candidates Fall 2021
- Conducted first Inspire program Nov 2021- new program focused on diversity candidate engagement
- Incorporated Marketing Consultant this fall to assist in attracting underserved groups
- USNA presence on recruiting command website

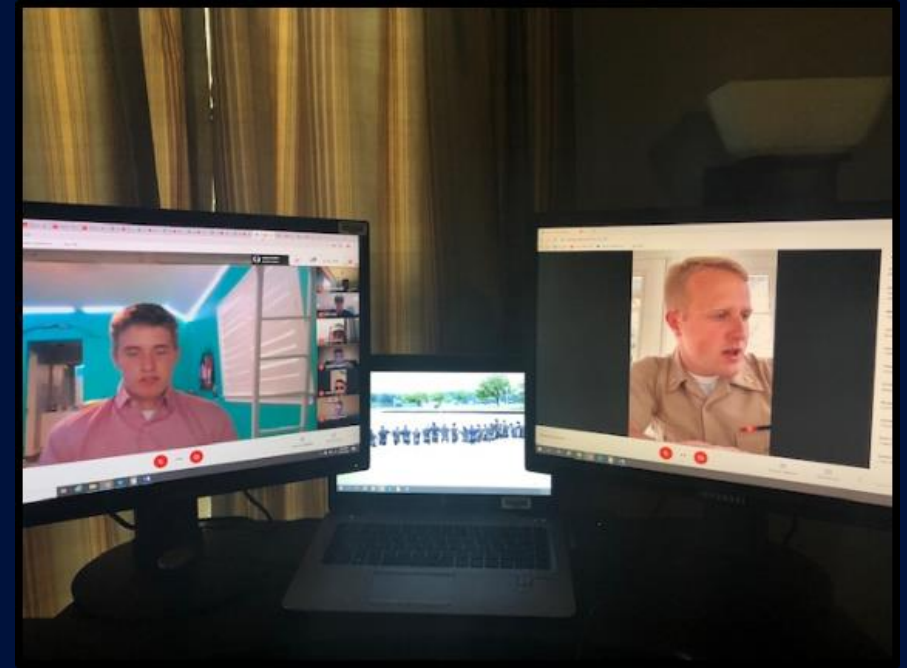
BGO Program

- Revising process of onboarding BGOs
 - List of names goes to BGLO in our Office for tracking purposes
 - Then names sent to appropriate ACs with cc to Rich O'Sullivan (ACSC Member)
 - Tracking those who we don't receive a BGO application from and do follow-up outreach
- QA of BGO Interviews
- Anticipating In-person BGO Training in July
- Online refresher training occurring frequently

Virtual Summer Seminar/STEM Camp

Summer STEM

- 3 one week sessions from 07 June to 25 June
- 815 rising 9th-11th graders
- STEM Kits sent to all participants
- 71 Midshipmen along with Faculty & Staff



Summer Seminar

- 7 3 ½ day sessions from 31 May to 24 June
- 2,338 rising seniors
- 138 Midshipmen

Outlook: Plan to conduct in-person programs in June 2022

CVWs & Tours

- CVWs: Re-established in-person program this fall with a senior focus.
 - 4 CVWs - 574 Candidates attended
 - Included parents program
 - Need-based travel assistance provided
- TDYs/2LTs
- Candidate Day Tours: 186 candidates
 - Tours: 556 Attendees



Inspire

- New program established this year with a diversity focus included 53 attendees/ 58 parents – USMA/USAFA similar programs
- Funding provided
- CFA administered to 30 candidates



Centers of Influence (In-person)

3-6 AUG 21

Number of attendees: 21

- 17 cities in total/11 target cities represented:
Birmingham, Atlanta, Dallas, Nashville, Houston, Chicago, Long Beach, San Francisco, St. Louis, Memphis, New Orleans

Attendees: Educational Administrators, Counselors, teachers, principals, coaches



7-10 NOV 21

Number of attendees: 79

- 53 cities in total/14 target cities represented:
St. Louis, Austin, Oakland, Las Vegas, Atlanta, San Antonio, Dallas, Denver, Nashville, Washington, DC, Houston, Detroit, Pascagoula, Kansas City

Attendees: Educational Administrators, Counselors, teachers, principals, coaches



Challenges to In-Person Operations

- Fully immunized overnight visitors
- Test optional policies increasing nationwide - USNA is test flexible this year
- Nationally, local policies have been evolving and have affected our marketing (school visits, forums, etc).
 - Frequent cancellations
 - Reluctant to schedule or conduct in-person visits
 - Schools slower to accept students back in person
- ✓ Students slower to open and complete applications (national trend)
- ✓ Fewer high school graduates and fewer enrolling in college
- Resolving Technology issues associated with new system
- In-person programs experiencing higher cancellation rates than observed traditionally