



BOARD OF DIRECTORS SPECIAL MEETING

16 December 2021 Meeting Minutes
PROVISIONAL

Board Members Present via Video Conference: Bob Lowe '71, Chair; Will Gunn '80, Vice Chair; Ginny Caine Tonneson '80, Secretary; Glenn Strebe '87, Treasurer; Hans Mueh '66; Garry Dudley '68; Mark Volcheff '75; Randy Helms '79, President, Class Advisory Senate; Brian Bishop '83; Mark Mavity '84; Dennis Dabney '89; Nancy Taylor '01; Kendra Lowe '01; Andrew Hendel '09; Emma Przybyslawski '10; Joseph Bledsoe III '11.

AOG Staff Present via Video Conference: Mark Hille '97, AOG/ AFAF President; Corrie Grubbs, Senior Vice President, Operations; Naviere Walkewicz '99, Senior Vice President, Alumni Relations; Wyatt Hornsby, Vice President of Marketing and Communication (AFAF and AOG); Tony Capistrano, IT Support Specialist; Jillian Wood, Special Assistant to the President and Board; Ruth Reichert, Executive Assistant to the CEO, AOG & AFA Foundation.

I. Call to Order/Chairman's Welcome

Chair Lowe called the meeting to order at 4:00 p.m. MST on Thursday, 16 December 2021.

II. Agenda

The agenda (Attachment 1) included an AOG presentation on Membership for All Graduates, the President's update, and future Board meeting dates.

III. Membership for All Graduates

SVP Walkewicz gave a presentation on Membership for All Graduates (Attachment 2). She started with a short video explaining the Membership for All Graduates program and encouraged the Directors to connect with our classmates and others in our networks to talk about the program. The goal is to have 85% of graduates be members of the AOG by Founders' Day. Next, she discussed the Membership for All Graduates logo, which consists of four components: graduates, the Polaris star, a circle, and the colors blue and silver. Membership for All Graduates will be a priority throughout 2022 and will feature a website hub with information on the program to include the aforementioned video, frequently asked questions, and an easy way for current non-members to opt-in. The AOG will focus on recognizing legacy members (current life members) by making them part of the 1954 Society and continuing to provide them with a printed copy of *Checkpoints*. Non-members who opt-in will receive an online version of *Checkpoints*. The parent/family memberships will continue with the same fee structure; however, how the money is used will be changed somewhat.

SVP Walkewicz then walked through the timeline. We are currently in the pre-launch phase which includes an article in the December issue of *Checkpoints*, a social media push, initial all-calls to receive feedback, and media kits for various key players such as AOG Board members, CAS Senators, Chapter presidents, focus group members, and affinity groups. The launch of Membership for All Graduates is on 3 January 2022 and will include a news release and another social media push. During the first quarter of 2022, there will be a focus on legacy members via recognition and a call to action. There will be an additional *Checkpoints* article, the AOG will leverage the survey to provide information to graduates, the communication and social media efforts will continue, and there will be a class challenge. The focus for the remainder of the year will be on a variety of efforts, such as continuing to spread the word about the program via events that already are scheduled, additional communication and social media pushes, a roadshow, and global outreach efforts, to name a few. Chair Lowe thanked SVP Grubbs and Walkewicz for their efforts. In January, they will provide a briefing for Directors to use as they visit chapters and talk about the program. He reminded the Directors of his challenge to visit at least one AOG chapter per year.

IV. President's Update

AOG/AFAF President Hille provided an update on the Distinguished Graduate Award. Distinguished Graduate Award Committee Chair Mueh noted that the committee had screened approximately 30 candidates and that they were unanimous in the three they recommended for the award. President Hille talked about the recipients, whose names will be released in early January. There will be a *Checkpoints* profile in June, with the Distinguished Graduate dinner scheduled for 22 July. The AOG will look into ways they can assist the committee in finding additional qualified nominees for future years.

He then gave an update on the North Gate Project, commenting that it is coming down to the wire. CFO Harwig has signed the paperwork for the \$6 million letter of credit backstopping the A and B series bonds. They have also issued C series bonds, which are somewhat riskier. Director Strebe noted that the \$6 million is not a backstop for the C series bonds. In response to a question about why investors may be hesitant to purchase the bonds, President Hille noted that there is concern about the rising construction prices. If all goes according to schedule, construction will begin in January, with a ceremonial ground-breaking in the spring of 2022.

President Hille then provided a staffing update. He commented that they are looking for efficiencies and how to attract the right skills and commitment to the AOG. They were originally searching for an executive vice president but have since modified the organizational structure so that this position is no longer needed. He then went through the organizational chart which included the separate AOG and AFA Foundation staffs, as well as the joint/shared staff. He noted that they have a mechanism in place to look at both the balance of payments and staff time between both organizations to ensure it is fair. The staffing changes will be shared with both organizations in early January. Chair Lowe commented that the organization puts the AOG in a strong position today, but that we need to continue to recruit qualified graduates for key leadership positions.

V. Chair's Comments

The next meeting will be on 23 February 2022. It is a virtual meeting and was scheduled on a Wednesday so that the Directors who plan to attend in person have the opportunity to go to the National Character and Leadership Symposium (NCLS). There will be a tour of the USAFA Library Special Collections on 22 February with the AOG Honorary Member reception for BGen (Ret) Caine to be held at Doolittle Hall following the tour. Chair Lowe commented that we may continue to have Zoom meetings in between the quarterly meetings, as needed. He then discussed the \$10 million donation from Jack and Vianne Kucera for the stadium renovation and how the AOG Directors would be sending a letter of appreciation at the suggestion of Director Bledsoe. He thanked several other Directors for their individual and committee efforts. Director Helms informed the group that the next CAS meeting will be on 18 January and will be focused on the Space Forces.

VI. Adjournment

Chair Lowe adjourned the meeting at 5:03 p.m. MST.

Respectfully submitted,
Virginia Caine Tonneson, Secretary

Atch:

1. 16 December 2021 Agenda
2. Membership for All Graduates Presentation

ASSOCIATION OF GRADUATES

UNITED STATES AIR FORCE ACADEMY



Board of Directors Meeting Agenda
16 December 2021
4:00 p.m. (MST)

4:00 p.m.

- I. Call to Order
- II. MFA Presentation (Naviere Walkewicz '99)
- III. Presidents' Update (President Hille '97)
- IV. Next Meeting (23 Feb 21)
- V. Other Business



MEMBERSHIP

— FOR ALL GRADUATES —



MEMBERSHIP
— FOR ALL GRADUATES —

MEMBERSHIP4GRADS.USAFA.ORG

Board of Directors

December 16, 2021

Presented by: Naviere Walkewicz '99



ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY

MEMBERSHIP
— FOR ALL GRADUATES —

A Vision for Our Future

History in the Making

“In discussion at the May 14, 2021 Board meeting, SVP Grubbs discussed many aspects of MFA. The Board decided to leave the implementation date to as “soon as feasible” (provisional minutes of May 14, 2021) **and the board approved the AOG develop courses of action for membership for all graduates....”**

- Board of Directors Meeting Minutes (June 2021)



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ASSOCIATION OF GRADUATES
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MEMBERSHIP
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Call to Action



- Share Your Excitement!
- Connect with and Educate Your Classmates and Networks
- Help Us Reach Our Membership for All Graduates Goal – **85% by Founders' Day!**



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...

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January 3, 2022

LOGO BREAKDOWN



GRADUATE

...

The individual silhouette represents a single Air Force Academy graduate. Combining the individuals into a circular pattern creates a sense of unity and togetherness.

An individual can only accomplish so much on their own, but when joined together anything is possible.

+



POLARIS STAR

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The Polaris Star represents direction, forever pointing to the north, like a landmark or sky marker offering guidance.

It has a symbolic meaning for the Air Force Academy, as the Polaris Star depicts a beacon of inspiration and hope to many.

+



CIRCLE

...

The circle is a universal symbol with extensive meaning. It represents the notions of totality, whole-ness, togetherness, the infinite, eternity, and timelessness.

A circle is unbreakable and without end, like the Long Blue Line.

+



COLORS

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The blue and silver colors represent the Air Force Academy.

The color variations may vary depending on application of use. When applicable, a blue gradient may be used to signify the individual diversity that combine to represent the Long Blue Line.



FINAL VERSION

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As a combination of the above, the final logo represents the individual graduates forming a tight and interlocking circle around a simplified version of the Polaris Star. This pattern denotes unity and the focus of a common goal. The subtle blue gradient is used to signify the individual diversity of Air Force Academy graduates that combine together to represent the Long Blue Line.



ASSOCIATION OF GRADUATES
UNITED STATES AIR FORCE ACADEMY

MEMBERSHIP
— FOR ALL GRADUATES —

Way Forward

Membership for All Graduates is a priority that will span 2022.

The Membership for All Graduates Hub:

<https://membership4grads.usafa.org>

Includes:

- Easy Opt-In for Current Non-Members
- Short and Informative Video
- Frequently Asked Questions (FAQs)

Key Priorities:

- Legacy Members (Recognition)
 - 1954 Society
 - Hard-Copy Checkpoints Continue
- Current Non-Members (Opt-In)
 - Show Value and Make Opt-In Easy
- Parent/Family Memberships (Enhance)



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MEMBERSHIP
— FOR ALL GRADUATES —

Working Timeline

MAG Launch

Pre-Launch

December 2021

- (Dec) Checkpoints
- Social Media
- Initial All Calls
- Media Kits



January 3, 2022

- News Release
- Social Media

Q1

- (Mar) Checkpoints
- Survey
- Comm & Social Media
- Legacy Members
 - Recognition
 - Call to Action
- Membership Engagement
 - Class Challenges

Q2

Events: Founder's Day | Reunions | Commander's Classic | DG Banquet

Q3

Communications & Social Media

MAG Roadshow

Global Outreach

Influencers

Membership Opt-In Campaign

Q4

2022



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Q&A