

## Integritas Project Description

**Purpose:** Integrate the power of story, sophisticated tools of modern advertising, and the flexibility of cutting edge communication media to “brand” in the hearts and minds of midshipmen the obligation of naval leaders to make courageous decisions in the moment of ethical choice.

**Concept:** The Center would employ professionals from the commercial film industry to develop a series of brief, visually rich, and emotionally charged “ethical leadership spots” that would find their way into the classroom, onto the midshipmen’s computers and iPods, onto the Mess Hall’s video screens, and into other unique media channels. These spots would be inspirational and riveting . . . all with the common theme of making the “hard but right” decision.

### **Background:**

- After stumbling against their archrival Reebok in the 1980s, Nike reserved their place in the annals of advertising history with their Swoosh, “Just Do It” slogan, and the visual imagery of athletic conquest by both professionals and amateurs. Through this advertising campaign, Nike aimed to influence the decision we make when we step into a store and decide on a sneaker or a piece of athletic apparel. By preparing us for that moment of decision through visual images, they hoped to affect our choice in favor of their brand. Based on the substantial market share increase Nike has enjoyed since the introduction of this campaign in 1998, they have achieved their objective. To this day, when someone sees the Nike Swoosh, the words “Just Do It” invariably come to mind.
- We can take this same principle and apply it to something infinitely more significant than the decision to purchase a running shoe . . . we can apply it to the pivotal moment of ethical decision faced by our midshipmen and naval leaders. As our leaders encounter the reflective moment of pause, just prior to a difficult and heart-wrenching ethical decision, we want these “ethical leadership spots” and their visual imagery to come rushing through the synaptic networks of our leaders’ brains, just like the Nike Swoosh and commercials do, influencing them to make the honorable decision.
- The importance of our young officers understanding their responsibility to make “courageous ethical decisions” cannot be underestimated. As the *Cooperative Maritime Strategy for the 21<sup>st</sup> Century* states: “We are creating a dispersed force under decentralized authority in a world of rapid information exchange . . . Junior leaders will be entrusted with a higher level of responsibility and authority for carrying out important aspects of strategically important missions.” Though the Academy is doing an admirable job of preparing midshipmen for these challenges . . . we cannot rest on our laurels . . . and we need to look for new and innovative ways to influence the generation that now occupies Bancroft Hall.



**Cost:** \$1.844 million to produce fifteen, 30 to 90 second “ethical leadership spots.” The project is broken into three stages, with each stage representing the completion of five of the fifteen spots. The ideal funding flow to support the project timeline is as follows:

- Fund Pre-production phase \$150K
- Fund Stage 1 Production \$800K
- Fund Stage 1 Post-production \$144K
- Fund Stage 2 and 3 Production \$300K
- Fund Stage 2 and 3 Post-Production and Delivery \$450K

The Class of '64 fundraising goal of \$1,139,120 for the Integritas Film project will essentially cover the pre-production, production and post-production costs associated with Stage 1. Funds will be applied to the project as soon as they are available. The pre-production phase began in late April of 2010. If all funds were in hand, Stage 1 would be completed by September 2010. Please consider this schedule when making your pledges of support. However, the Stockdale Center, in consultation with the Creative Director, has the flexibility to adjust the phasing of the project to match the available funds.

**The Class of 1964 fundraising goal for the Ethics Integritas Film project is \$1,139,120, or 58% of the overall 50<sup>th</sup> Reunion Project goal of \$1,964,000.**

**The Case for Support of the**  
**Athletic & Scholarship Preparatory School Program**  
**at the United States Naval Academy for the Class of 1964**

Mission of the U. S. Naval Academy: To develop midshipmen morally, mentally and physically and to imbue them with the highest ideals of duty, honor and loyalty in order to graduate leaders who are dedicated to a career of Naval service and have potential for future development in mind and character to assume the highest responsibilities of command, citizenship and government.

*Mission of the U. S. Naval Academy Foundation Athletic & Scholarship Program: To promote athletic excellence at the Naval Academy through a comprehensive preparatory school scholarship program and through privately funded grants to athletic and physical development programs for which government funds are not appropriate or not available.*

As a key element in the Naval Academy's comprehensive admissions outreach strategy, the Naval Academy Foundation provides need-based preparatory school scholarships to those candidates who possess the desired attributes required of Midshipmen but may lack the academic preparation necessary to succeed and graduate from the Naval Academy. This includes both recruited athletes and students who would benefit from a year of preparatory school before entering the Naval Academy.



Candidates recommended to the Naval Academy Foundation by the Naval Academy Admissions Office include students of varied ethnic and geographic backgrounds from all across the country. The Naval Academy Foundation annually sponsors approximately 75 candidates for one year of post-high school study at one of 16 civilian and 4 military preparatory schools. In 2010-11, the Naval Academy Foundation sponsors 69 preparatory school scholars, including 20 minority candidates and 21 recruited athletes.

Since 1944, the Foundation's prep school scholarship program has helped more than 3,500 motivated candidates who have excellent leadership, scholastic and athletic potential to become Midshipmen and graduate from the Naval Academy. Historically, more than 85 percent of these "Prep Scholars" will graduate from the Naval Academy within four years, the highest rate of any USNA accession source.

The Naval Academy Foundation routinely sends candidates to some of the finest preparatory schools in the country; including the following:

- Blair Academy, Blairstown, New Jersey
- The Gunnery, Washington, Connecticut
- Greystone Prep School at Schreiner University, Kerrville, Texas
- Hargrave Military Academy, Chatham, Virginia
- The Hill School, Pottstown, Pennsylvania
- The Hun School, Princeton, New Jersey
- Kent School, Kent, Connecticut
- The Kiski School, Saltsburg, Pennsylvania
- The Marion Military Institute, Marion, Alabama
- The Mercersburg Academy, Mercersburg, Pennsylvania
- New Mexico Military Institute, Roswell, New Mexico
- Northfield Mount Hermon School, Northfield, Massachusetts
- Northwestern Preparatory School, Crestline, California
- The Peddie School, Hightstown, New Jersey
- Portsmouth Abbey, Portsmouth, RI
- Salisbury School, Salisbury, Connecticut
- Valley Forge Military Junior College, Wayne, Pennsylvania
- Vermont Academy, Saxtons River, Vermont
- Western Reserve Academy, Hudson, Ohio
- Wyoming Seminary, Kingston, Pennsylvania



### **Preparatory School Scholarship Fund**

**Goal: \$300,000 annually**

To address this challenge, the United States Naval Academy Foundation annually seeks \$300,000 in private contributions to support the Preparatory School Scholarship Program.

### **Program Costs**

Tuition, room and board (TRB) costs vary with each preparatory school, as do additional fees for books, medical, student account, laundry, lab fees, uniforms (at military schools), etc. Scholarship support will generally apply only to the TRB costs and not to additional fees or transportation expenses. TRB costs at our affiliated preparatory schools run from about \$9,000 per year to over \$45,000, depending on the school selected. Scholarship assistance is awarded on a basis consistent with the financial need of the family. Additional private gift support so earmarked would allow the Naval Academy Foundation to fund additional preparatory school scholarships specifically designated for candidates from under-represented groups.

The policy of the Foundation is to request that the candidate and his/her family fulfill as much of the TRB as their financial situation permits. In arriving at an equitable share, we use a formula which takes into account the family's adjusted gross income (AGI) and the TRB pertaining to the selected preparatory school.

Contributions to the USNA Foundation's prep school scholarship program will support those high quality students who will benefit from a year of preparatory school before they enter the challenging academic environment of the U.S. Naval Academy. For every \$50,000 donated by the Class of 1964, a named scholarship will be established. Because the number of permanent, named scholarships exceeds the number of annually sponsored prep school students by approximately three to one, each Class of 1964 scholarship will be assigned to a student and recognized in the Athletic and Scholarship Programs Annual Newsletter approximately every third year.

**The Class of 1964 fundraising goal for the USNA Foundation prep school scholarship program is \$491,000, or 25% of the overall 50<sup>th</sup> Reunion Project goal of \$1,964,000.**



## The Case for Unrestricted Giving to the Naval Academy Annual Fund

An unrestricted gift to the Naval Academy Annual Fund is the most flexible and immediate way to contribute to the improvement of the Naval Academy. Annual Fund gifts allow the Superintendent to meet both immediate and ongoing needs of the Brigade of Midshipmen and the Naval Academy. The Annual Fund also supports clubs, classes, chapters, and members of the USNA Alumni Association, and it ensures that the Association and Foundation can continue to operate efficiently and effectively.

Annual Fund gifts are used to fund a wide array of strategic initiatives and emerging needs of the Academy. Thanks to the Annual Fund, the Academy Superintendent is able to “jump-start” programs for which no government appropriated funds are available.

Examples of recent projects and programs made possible by the Annual Fund include the Diversity Outreach Program in Admissions; a Distinguished Visiting Professor position and support for an Academic Center at the Naval Academy Preparatory School (NAPS); production of the Plebe Summer Book, which introduces parents to the activities and training their sons and daughters experience during Plebe Summer; and the Naval Academy’s new Science, Technology, Engineering and Math (STEM) program for students in grades 7-9. The Annual Fund also supports the Career Information Program, which increases Midshipman interest in and knowledge of the various service communities; hosting of visiting foreign midshipmen; faculty enrichment programs, including travel and conference fees, professional development activities, candidate interviews, and awards; and academic department planning offsites. In many ways, both large and small, unrestricted gifts enhance the Naval Academy, the faculty and the Brigade of Midshipmen.

Annual Fund gifts also support the mission-critical functions of the Naval Academy Alumni Association and Foundation. Many member services and benefits are made possible by unrestricted gifts, including club, chapter, and class reunion support; the lifetime class email program; *Shipmate*; and the several websites maintained by the Association and Foundation. The website devoted to meeting the needs of USNA parents, [www.usnaparents.com](http://www.usnaparents.com), is a product of gifts to the Annual Fund, as is the home website of the Alumni Association and Foundation, [www.usna.com](http://www.usna.com).

Finally, we know that it takes money to raise money. All non-profit organizations like the Alumni Association and Foundation bear the inherent costs of raising funds. Unrestricted gifts to the Annual Fund allow the Foundation to meet the cost of fundraising activities, including those involved in raising restricted gifts. Thus, unrestricted gifts to the Annual Fund provide incredible leverage. Over the last four years, the average cost of fundraising for the Foundation has been about 16 cents on the dollar, well within “best practice” parameters. The Foundation strives to keep fundraising costs as low as possible, while working with donors to ensure that

together we meet or exceed all goals. Put simply, the power of unrestricted giving to the Naval Academy Annual Fund is both remarkable and transformative.

**The Class of 1964 fundraising goal for the Naval Academy Annual Fund is \$333,880, or 17% of the overall 50<sup>th</sup> Reunion Project goal of \$1,964,000.**