



**Admissions Office BGO
Background Information
for USNAAA BOT**

March, 2021

Purpose

- **To provide the US Naval Academy Alumni Association (USNAAA) Board of Trustees (BOT) an update on the Admissions Office Naval Academy Information Program (Blue and Gold Officers)**

The Bottom Line Up Front

- **2,320 volunteer BGOs around the world**
 - **Organized into eighty-nine Areas**
 - **Eight Area Coordinators selected for the Area Coordinator Steering Committee (ACSC) with one on the USNAAA Admissions Committee**
- **Two main roles for BGOs (approximately 50% of time on each)**
 - **Help candidates and parents understand the unique USNA application process and conduct BGO Admissions Office interviews**
 - **Conduct outreach in the local community and beyond**
- **The USNAAA assists BGOs via:**
 - **Helping to find diversity and younger BGOs**
 - **Naval Academy Minority Association (NAMA) Shared Interest Group**
 - **Women's Shared interest Group**
 - **Alumni Association focused data searches**
 - **Provides Alumni feedback via USNAAA Admissions Committee**
 - **Provides free optional BGO "official" emails (BGO [name@bgo.usna.com](mailto:BGO_name@bgo.usna.com)) for increased creditability with schools and candidates**

Contributes to the Results (Class of 2024)

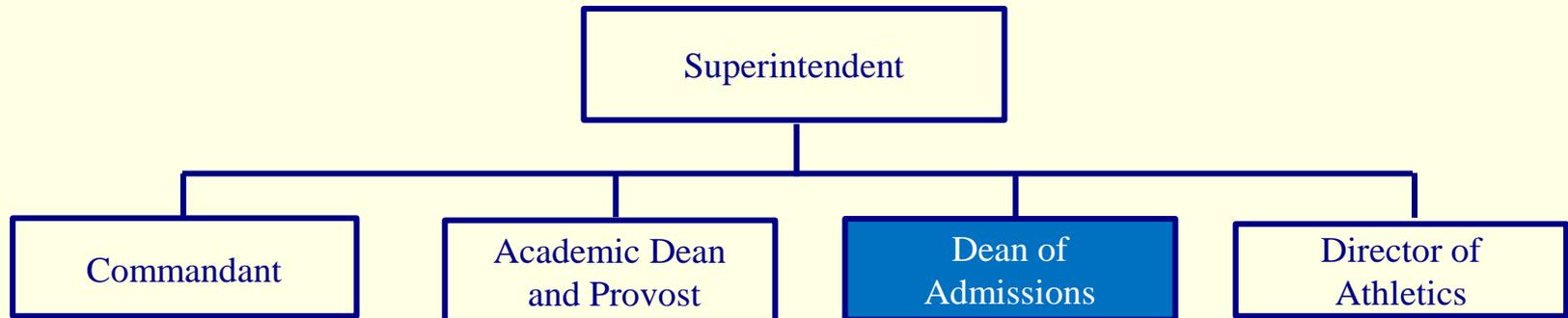
- **15,699 Applications**
 - **11,121 men and 4,578 women**
- **Completed Applications: 5,333**
- **Fully Qualified candidates with Nominations: 2,576**
- **1,426 Offers of Appointment**
 - **996 men and 430 women**
- **Class size**
 - **830 men and 264 women**
- **Racial/Ethnic Background**

• White	855
• Hispanic	148
• Multiple Races (not independently counted in other categories)	121
• African American (in conjunction with other races)	78 (124)
• Asian American (in conjunction with other races)	96 (159)
• Native American	5
• Native Hawaiian/Other Pacific Islander	5
• International	15
• Declined to respond	19

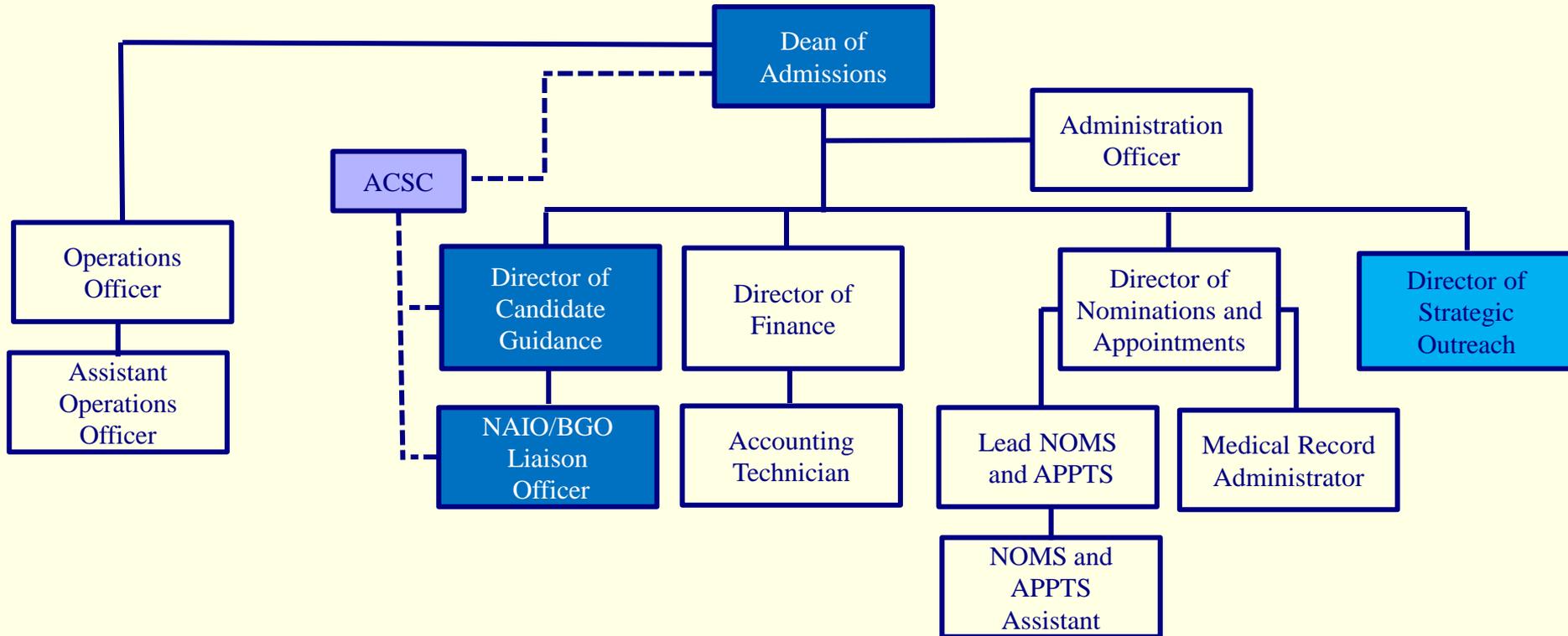
Class of 2024 Composition (background)

• Varsity Athletics	91%
• Community Service	90%
• Captain/Co-Captain of Sports Team	73%
• National Honor Society	67%
• Student Body Leader	66%
• Dramatics, Public speaking or debating	66%
• Church Group	47%
• Tutoring	44%
• Work Experience (> 10 hrs/week)	35%
• Musical Activities (Band, Chorus, Etc.)	26%
• <u>Primary Language in Home Not English</u>	<u>20%</u>
• Boy/Girl Scouts	16%
• ROTC/JROTC/Sea Cadets/Civil Air Patrol	15%
• <u>First to Attend College in Family</u>	<u>13%</u>
• School Publication	13%
• <u>First Generation American</u>	<u>12%</u>
• <u>Hardship or Adverse Live Event</u>	<u>11%</u>

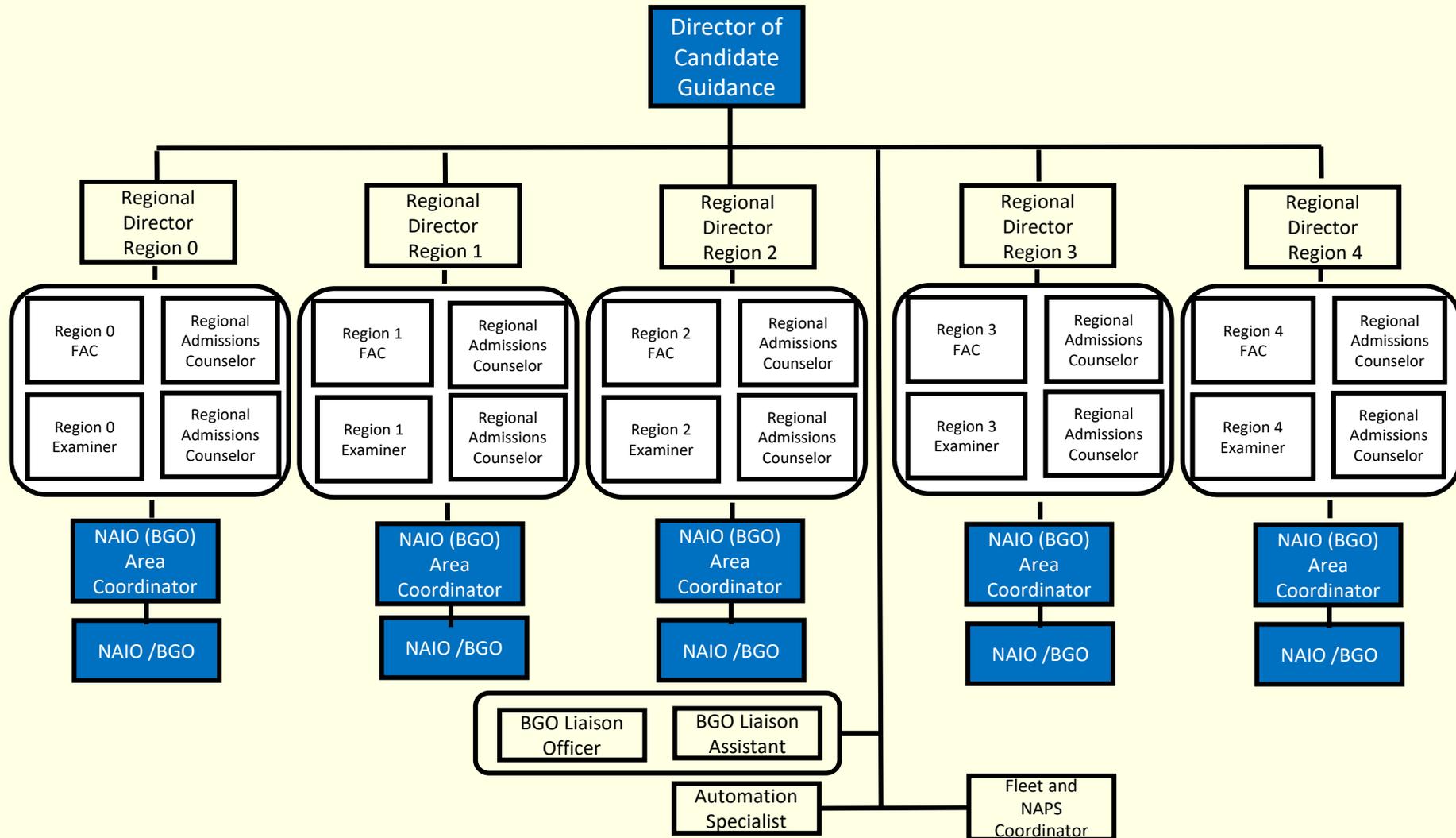
The Big Picture Organization



Admissions Organization



Candidate Guidance Office



Region Coverage

- **Region 0**
 - **District of Columbia, Delaware, Maryland, Virginia**
- **Region 1 - Northeast**
 - **Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia**
- **Region 2 - Southeast**
 - **Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, U.S. Virgin Islands**
- **Region 3 - Midwest**
 - **Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Oklahoma, Texas, Wisconsin**
- **Region 4 – West**
 - **Alaska, American Samoa, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, N. Mariana Islands, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming**
- **Region 8 – Fleet and NAPS**

Note: US International students assigned to Regions based on home of record. Foreign National International Students handled via a different process (not involving BGOs)

BGOs by the Numbers

- **Total number of BGOs worldwide: 2,320 (fluctuates on a monthly basis)**
- **Number of USNA graduates who are BGOs: 1,498**
- **Number of non-graduates who are BGOs: 822**
- **Number of males/females who are BGOs: 2002/318**
- **Number of parents who are BGOs (non grads): 250**
- **Median age of BGOs: 53**
- **Number of BGOs that are receiving credit while serving in the Naval Reserve: 373**
- **Average number of BGOs that leave the program every year: 300**
- **Average number of individuals that join the program each year: 300**
- **Underrepresented Areas that need more BGOs: Rural and inner-city areas**

Note 1: Racial and Ethnic diversity of BGOs not asked on BGO application

Note 2: Individual numbers above vary based on date of data during the year

BGO Training

- **How to become a BGO:**
 - **Area Coordinator interview and endorsement**
 - **Open Book test on BGO Handbook (93 page Operations Manual)**
 - **Criminal Background Check**
 - **Sign Government Gratuitous Service Agreement**
 - **Attend three days of training at USNA in July within the first two years**
- **Refresher training with Admissions at least once every five years**
- **In parallel Area Coordinators receive three days of Refresher Training every two years (last one in Sept of 2020) and pass on updates to BGOs**

BGO Recruiting Beyond USNAAA

- **Led by Rich O’Sullivan who is a member of the BGO Area Coordinator Steering Committee (ACSC)**
- **Resources**
 - **State Specific Alumni Lists – targeting 2000 or later**
 - **Approximately 8,000 emails sent in the last year**
 - **State Specific Parents Lists targeting 2010 or later**
 - **Approximately 12,000 emails sent in the last year**
 - **Service Academy Career Conference (SACC) – targeting alumni 2000 or later**
 - **Four Virtual Events in 2020**
 - **Jacksonville 16-17 April 2020**
 - **Washington DC 11-12 June 2020**
 - **Dallas 15-30 October 2020**
 - **San Diego 26-28 October 2020**

Area Coordinators by the Numbers

- **Total number of Area Coordinators (United States/International): 88/1**
- **Number of USNA graduates who are ACs: 68**
- **Number of non-graduates who are ACs: 21**
- **Number of males/females who are ACs: 80/9**
- **Number of ACs who are receiving credit while serving in the Naval Reserve: 7**
- **Number of new ACs in the past twelve months: 17**
- **Median Age of ACs: 59**

Area Coordinator Responsibilities

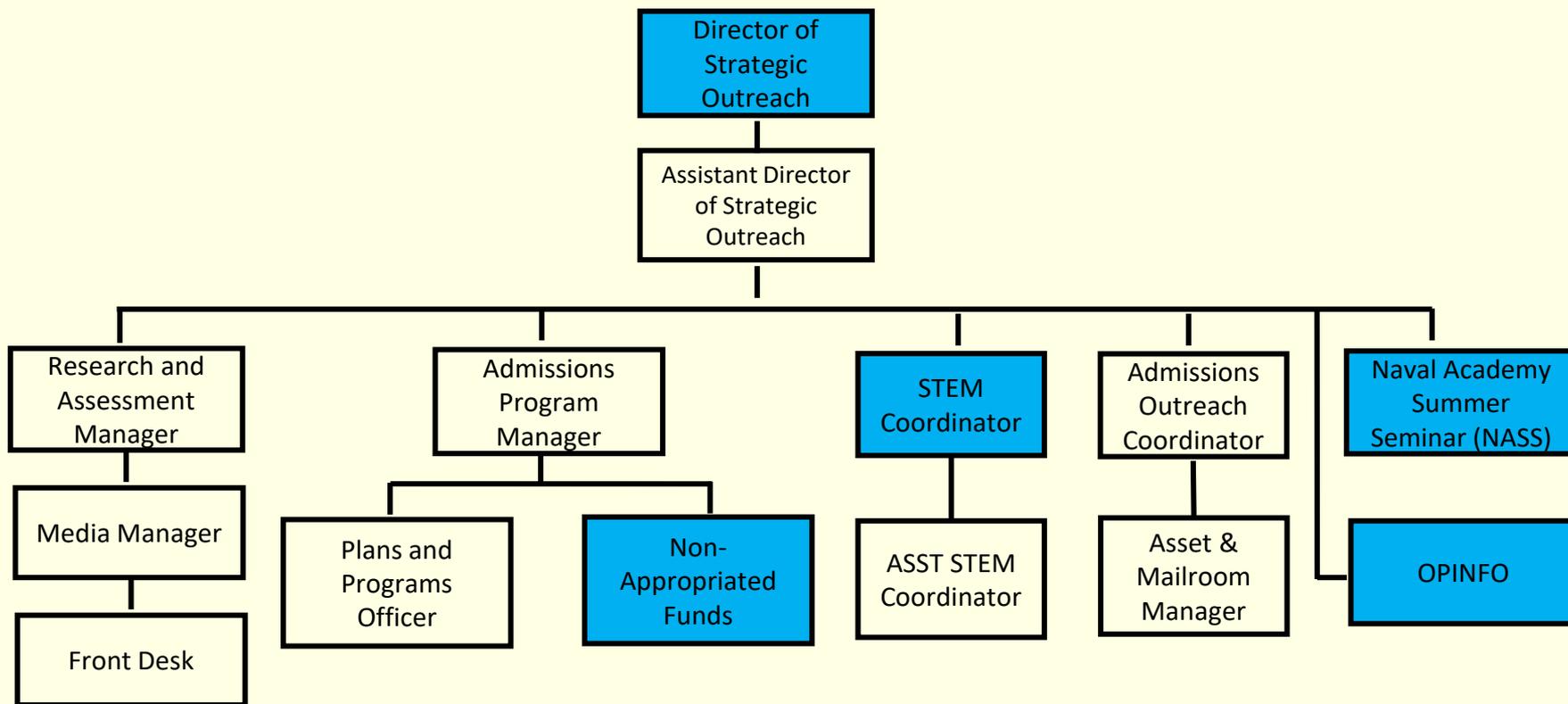
- **Selection:**
 - **Selected from Active BGOs, must live in Area, vetted by the ACSC and the Candidate Guidance Office (CGO), and approved by the Dean of Admissions or CGO**
- **Some Key Responsibilities**
 - **Assign BGOs to schools and candidates**
 - **Ensure BGO Interviews on time and provide appropriate insights on candidates**
 - **Approve all BGO Top 5% Interviews and all Not Recommended Interviews**
 - **Provide local and school points of contact for Admissions data base**
 - **Coordinate OPINFO, College Fairs, BGO participation in Training**
 - **Inputs for NASS, STEM, Candidate Visit Weekends, and Center of Influence Visits**
 - **Local Liaison with Alumni Association and Parent's Club Chapters**
 - **Approve BGO participation in Congressional Nomination Selection Panels**
 - **Provide BGO support to local Congressional Academy Days**
 - **Recruit and screen new BGOs, and if necessary, recommend retirement of BGOs**
 - **Monitor and make annual assessment of BGO performance**

Area Coordinator Steering Committee (ACSC)

- **Role:** The Dean of Admissions established the Area Coordinator Steering Committee to serve as a vital conduit between the Office of Admissions and the over 2,320 Area Coordinators and Blue and Gold Officers in the field. The ACSC is composed of experienced Area Coordinators selected by the Dean of Admissions. The Committee facilitates two-way communications between the ACs (and their BGOs) and the Office of Admissions staff. Consolidating inputs from the field and staff, the ACSC advises the Office of Admissions Staff on recommendations for the Naval Academy Information Program (NAIP).
- **USNAAd Admissions Committee:** One ACSC member on the USNAAd BOT Admissions Committee (currently Tom Gregory and transitioning to Jennifer Tyll)
- **Eight Area Coordinators**
 - Region 1:**
 - Jennifer Tyll (Maine AC)
 - Dave Terwilliger (NY AC, Chair of ACSC)
 - Region 2:**
 - Rich O’Sullivan (Florida AC, and assists with BGO recruiting)
 - Jessica Thornhill (Louisiana AC)
 - Region 3:**
 - Ted Olt (Iowa AC)
 - Jeff Stewart (Oklahoma AC)
 - Region 4:**
 - Tom Gregory (Colorado and Wyoming AC)
 - Jason Woodward (Alaska AC)

Note: Region 1 and 2 ACSC members also cover Admissions Region 0.

Strategic Outreach



Summary

- **2,320 BGOs, arranged into eighty-nine Areas, with eight Area Coordinators on the Area Coordinator Steering Committee**
- **BGOs assist parents and students with understanding the application process and conduct Admissions Office BGO interviews**
- **BGOs conduct local and beyond outreach**
- **An Area Coordinator Steering Committee member is on the US Naval Academy Alumni Association Board of Trustees Admissions Committee**
- **USNAA Assists BGOs with:**
 - **Finding diversity and younger BGOs**
 - **Alumni feedback**
 - **BGO emails (name@BGO.usna.com)**
- **USNAAA in parallel provides funds to Admissions Office Strategic Outreach**

