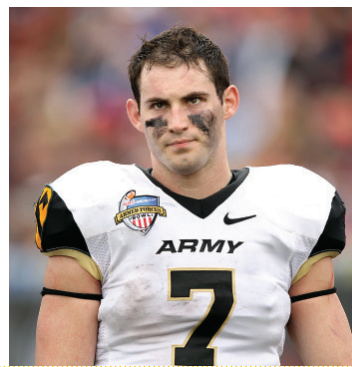


ENGAGEMENT & RETENTION INITIATIVES



West Point
READY 

READY TO SERVE. READY TO LEAD.



The United States Military Academy is fully committed to creating an environment both rich in diversity and inclusive of all.



West Point is the world’s premiere leader development institution and ranks among the top five public colleges in the country. Annually, the United States Military Academy (USMA) graduates approximately 1,000 leaders who will take their place in the “Long Gray Line” to serve the Army and the nation. It is critical that these graduates reflect the diversity and vibrancy of the Army they will lead, and are representative of the American citizenry they will protect. An inclusive West Point that welcomes the diverse backgrounds from across the society it serves will attract America’s best talent to the Corps of Cadets and the United States Military Academy (USMA) staff and faculty.

High-performing people are those who are highly capable, are willing to apply that capacity in an inspired manner in support of the mission, and are empowered to make those contributions by inclusive leaders. It is important that West Point be able to attract the best our country has to offer. As America becomes more diverse, that best talent will be spread across a more diverse population. We must have an environment, the resources, and a strategy to attract and retain that talent and ensure every cadet’s success at the Academy.

The Academy and the Army are committed to creating and sustaining a resourced (via appropriated dollars and private funding) institutional infrastructure that effectively and efficiently supports progress in achieving engagement and retention strategic outcomes. To that end, the Department of the Army and USMA have made a significant commitment to engagement and retention at West Point by establishing and funding the Office of Engagement & Retention, including the appointment of a Chief Engagement and Retention Officer and other supporting staff positions.

ENGAGEMENT & RETENTION ENDOWMENT & FUND

Funding from the Army fluctuates from year to year. The West Point Engagement & Retention Endowment & Fund will ensure that vital programs and Margin of Excellence initiatives continue to thrive, even during uncertain funding scenarios. Additionally private funding ensures funding for programs that appropriated dollars cannot fund. This funding priority is a subset of the Superintendent’s Endowment, ensuring that the objectives of



the Engagement & Retention Endowment are being met. Specific programs supported by the Engagement and Retention Endowment include:

WORKSHOPS & CONFERENCES

Leadership, Ethics, and Diversity in STEM (LEADS)

The West Point LEADS Workshops are designed to

engage students at the middle school and lower high school levels. This commitment is in response to the national need to increase STEM competent leaders, as a shortage of talent threatens the country’s ability to drive innovation, compete internationally, and protect national security. This national need coincides with a need from within the United States Army for officers that represent the nation they serve and who can effectively lead in an increasingly complex multicultural .

Iris & Herman Bulls '78 Family

West Point Diversity & Inclusion Leadership Conference

This Leadership Conference brings together the West Point community, alumni, Army leaders, and nationally recognized experts to advance the collective knowledge of engagement and retention principles and practices in support of the West Point .

Women’s Leadership Conference

Every five years, the Academy and the West Point Association of Graduates host the Women’s Leadership Conference, also known as Athena’s Arena. The conference is guided and supported by West Point Women, a global network of West Point graduates providing mentorship, education, and support to women graduates and cadets of the United States Military Academy.



Cadets from the EXCEL Scholars program attended the Columbia GRAD LAB Conference in New York City. The conference highlighted the different paths toward applying for graduate programs in STEM as well as programs that support underrepresented minorities in the hard sciences.



Students work with Cadets during a Renewable Energy workshop at Eximius College Preparatory Academy in New York City.



Cadet Gospel Choir, Cultural Affairs Seminar (CAS), National Society of Black Engineers (NBSE), and Excel Scholars focused on rebuilding roofing systems in the Pueblo community in San Juan, Puerto Rico.

ENGAGEMENT & RETENTION INITIATIVES

Excel Scholars Program

The EXCEL Scholars Program promotes the personal and professional excellence of high-performing cadets from underrepresented groups by encouraging them to strive for a higher standard and be an instrument for change. EXCEL accomplishes this mission by identifying promising cadets from historically underrepresented groups; encouraging ongoing excellence in the academic, military, and physical dimensions of the West Point Leader Development System; and nurturing these cadets to compete for post-graduate scholarships, cadet leadership positions, and future faculty positions. While EXCEL was established in 2012, it underwent official reorganization under the Department of Systems Engineering in 2022, and has become one of West Point's signature initiatives within the Office of Engagement and Retention.

Engagement & Retention Cadet Clubs

Provides extracurricular, educational, cultural, spiritual, and social outlets that play a part in the development of cadets—militarily, physically, academically, moral-ethically, spiritually, and socially. The Chief Engagement & Retention Officer has oversight over fourteen cadet clubs which support understanding of cultural and other differences and support sustainment of an inclusive Corps of Cadets.

Academy Scholars Program

Provides experiential learning opportunities, including cadet research, internships with members of the Congressional Tri-Caucus, and mission trips to Haiti and Puerto Rico.

PARTNER ASSOCIATIONS

West Point Admissions

West Point seeks regional, socioeconomic, religious and cultural diversity, as well as racial and ethnic diversity in its admissions. Effective and relevant admissions outcomes will continue to ensure that West Point cadets reflect the America for which these exceptional men and women will someday serve as leaders. Through resolute recruitment and mentoring

of prospective students of all backgrounds, the Academy can ensure that cadets are provided with an experience and environment that offer myriad perspectives and learning opportunities—things that distinguish West Point from other institutions and help build leaders of character.

Cadet Public Relations Council Special Trips: Cadets attend community events, allowing potential candidates an opportunity to interact with cadets and to learn more about cadet life, academics, and student activities.

Admissions Visitation Program: Highly qualified candidates and an accompanying parent travel to West Point and experience cadet life, including the barracks, academic classes/labs, athletics, and cadet clubs. Not only does the visitation program give qualified students the opportunity to experience West Point, but it also directly addresses many parents' misconceptions about West Point. In recent years, 88 percent of candidates who took part in this program, and were qualified for admission, attended West Point once offered admission.

Summer Leaders Experience (funded): High school juniors spend a week at West Point and take part in academic workshops, military training, physical fitness training, and intramural athletics, all led by cadets.

West Point Center for Leadership & Diversity in Science Technology, Engineering and Mathematics (CLD STEM)

The center aims to increase the representation and improve the academic performance of underrepresented minority cadets in STEM. The United States is experiencing a shortage of mathematicians, scientists, and engineers that threatens our nation's ability to develop and advance its industrial base and compete internationally. Data show that minority populations comprise a very small percentage of these professions. In response, the center endeavors to play a leading national role in reforming and enriching diversity within STEM to more accurately reflect the needs of our changing society. The center is the lead entity executing the Mobile STEM Workshops and supports the missions of the LEADS Workshops.



Photo: Lee Ross '73

FUNDING OPPORTUNITIES

TOTAL FUNDING NEED **\$7.5 million**

Workshops and Conferences	\$3.6 million endowment/\$150,000 annual
Engagement & Retention Endowment & Fund	\$1 million/\$40,000 annual
Guest Lecture Series	\$500,000 endowment/\$20,000 annual
E&R Initiatives		
EXCEL Scholars Program	\$2.4 million endowment/\$96,000 annual

MARGIN OF
EXCELLENCE



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as of August 22, 2024