

ADMISSIONS VISITATION PROGRAM



West Point is the world's premier leader development institution and ranks among the top five public colleges in the country. Annually, the United States Military Academy 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 Army they will lead, and are representative of the American citizenry they will protect. An inclusive West Point that welcomes the different 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.

The Admissions Visitation Program is one such program aimed at fulfilling the Superintendent's strategic priority of recruiting cadets from diverse backgrounds. Through this Office of Admission 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. Many institutions offer paid visitation programs to highly qualified candidates and at least one of their parents. Although other USMA programs, such as Project Outreach, allow Admissions to project role models away from West Point, it is vital that the most qualified students and their parents spend time at West Point and have the opportunity to include a visit as part of their decision-making matrix. In addition, the Admissions Visitation Program often serves as the only opportunity that West Point staff, faculty, and cadets have to directly address these families.

The continuation and expansion of the Academy's recruiting efforts are vital to our ability to attract the best and brightest candidates from our nation's high schools as well as to our overall success in achieving diversity at West Point and within the Army. Between 2013-2019, over 80 percent of the students from underrepresented communities that had the opportunity to visit West Point through the Visitation program, when offered admission, chose West Point as their institute of higher learning. Margin of Excellence funds pay for candidate travel expenses, meals and miscellaneous, parent travel expenses, accommodations, meals, and miscellaneous travel-related costs. The current level of appropriated funding does not allow the Academy to compete with our sister academies and other Tier 1 institutions for some of the most qualified students. In order to effectively recruit top talent to West Point, it is essential that qualified students have the opportunity to experience the campus.





FUNDING & RECOGNITION OPPORTUNITIES

Admissions Visitation Program	\$8.3 million endowment / \$330,000 annual
10 Candidates	\$590,000 endowment / \$24,000 annual
5 Candidates	\$295,000 endowment / \$12,000 annual
1 Candidate	\$59,000 endowment / \$2,400 annual