Military Schools - Developing Tomorrow’s Leaders

Over the past four months I was afforded an incredible opportunity...to experience 10 AMCSUS member schools first hand. My AMCSUS orientation included visits to college prep schools, Junior Military Colleges and Senior Military Colleges. While impressed by the breadth and diversity of schools, programs and age groups, my most significant takeaway was the similarities shared between these distinct educational groups.

The common thread between these programs was clearly passion, exhibited by the leadership, faculty and support staff...a passion for students, a passion for education and a passion to help young men and women understand and achieve their full potential. The central role of character development was obvious across the curriculum, programs and activities. I met cadets possessing a pride and confidence which far exceeded their years. Make no mistake this was not bravado, rather young men and women who knew who they were, what they were capable of and where they are going.

This quarterly newsletter is a venue to update you on Association’s activities, share best practices and enhance communication. Please provide me with your ideas on how it can best meet your needs. It is my distinct honor to serve as your Executive Director and I look forward to assisting you as our Association and your schools bring about positive change on a global scale, one student at a time.

Very Respectfully,
Ray Rottman

2013-2014 AMCSUS Executive Committee

PRESIDENT: MG Jerry W. Grizzle, AUS (Ret.) PhD., New Mexico Military Institute
VICE PRESIDENT: Dr. Jim Benson (Col., USMC, Ret.), Riverside Military Academy
SECRETARY: Brig. Gen. Don Broome (USA Ret.), Hargrave Military Academy
TREASURER: BG Joe Ramirez (USA Ret.), Texas A&M
MEMBERS: Lt. Gen. John Rosa (USAF Ret.), The Citadel; Col. Eric Boland, PhD, Camden Mil Academy;
Maj. Gen. Randy Fullhart, (USAF Ret.), Virginia Tech; LCol (Hon.) Scott Bowman (Canadian Forces Ret.) Robert Land Academy
PAST PRESIDENT: Brig. Gen. Steve Bliss (USA Ret.), Army and Navy Academy
CENTENNIAL COMMITTEE CHAIR: Mr. Jack Albert, St. John’s Northwestern Military Academy
STRATEGIC PLANNING COMMITTEE CHAIR: Mr. John Buxton, Culver Military Academy
WEBSITE COMMITTEE CHAIR: Mr. Jamie Dwight, Florida Air Academy
MARKETING COMMITTEE CHAIR: Mr. Bill Hargraves, Culver Military Academy
EXECUTIVE DIRECTOR: Col Ray Rottman (USAF, Ret.)

***Please forward questions/recommendations/concerns to the Executive Director at amcsus@cox.net or (703) 272-8406***
Strategic Planning Progress

At the AMCSUS Annual Conference held in Feb 2013, John Buxton (Culver) provided membership with an update on the Strategic Planning Committee’s efforts to formalize a strategic plan which would incorporate the Association’s vision, direction and priorities. The membership discussion following the presentation was supportive of the committee’s initiative and recommendations and there was unanimous approval of the plan and its goals. The membership acknowledged that the plan represented a living document that would adapt over time.

With the plan in place, the Executive Director provided the Executive Committee with an action plan assigning specific elements of the Strategic Plan to AMCSUS members and committees. Over the past few months, these committees met to clarify their roles and responsibilities, identify the way forward and present their findings and recommendations to the Executive Committee for direction and ultimate approval. To date, most significant progress has been witnessed in the areas of Membership, Marketing & Branding and Website refresh. These initiatives are closely linked, and the Strategic Plan highlights where they fit relative to the Association’s other priorities.

The timing of the Strategic Plan’s release as we approach the Association’s Centennial is ideal. We recognize those whose shoulders we stand upon, acknowledge current challenges and opportunities and look toward a very bright future.

Military Charter Schools

Don Broome (Hargrave Military Academy) is leading the Membership Committee as they address the potential expansion of Military Charter School (MCS) membership within the Association.

MCSs are witnessing significant growth in many areas across the nation. As part of our Strategic Plan, the AMCSUS Membership Committee is examining the challenges and opportunities associated with expanding AMCSUS membership to this growing demographic. While Oakland Military Academy (2013 AMCSUS West host) is currently the Association’s sole MCS, many other AMCSUS member schools have been contacted by MCSs requesting guidance and insights as the MCSs work to establish their programs.

While there are challenges associated with opening membership to such a rapidly expanding section of the education system (e.g. defining an end-state, clarifying standards and program administration), there are also significant opportunities (e.g. offering the military education model to a wider cross section of the nation, increasing membership and enhancing Association relevance). Appears we have much to discuss to ensure we get this right!

Phase II of Marketing Initiative

Bill Hargrave (Culver) provided the June Executive Committee meeting with a “straw man” of the Marketing Committee’s recommended way forward. The proposal represented the Committee’s progress since the AMCSUS Conference in Feb and included an outline of information being sought as part of Phase II of the Marketing initiative.

The Committee acknowledged membership’s desire to husband the expenditure of resources and maximize the return-on-investment of all future marketing efforts.

While significant work has been accomplished using the expertise resident in the Marketing Committee, part of the proposal seeks additional survey expertise which may reside within AMCSUS member schools. Bill is drafting a letter to all schools seeking their assistance to identify any internal capability (e.g. faculty, staff, grad student) with the marketing/survey skills necessary to assist the Committee as it prepares its request for proposal.
Website Refresh

Jamie Dwight (Florida Air Academy) and Dan Thompson (Randolph-Macon) are spearheading our Website development activity. AMCSUS’ five-year contract with Finalsite includes an ongoing Website refresh. The first draft is now under review, but will need the addition of your stories and photos to achieve its full potential.

All AMCSUS members are asked to send in 10 (or more) photos depicting their students, faculty and staff in action. The photos should include military elements, but more importantly highlight students learning, having fun and engaging in daily activities. The purpose is to attract Website visitors (parents and students) by providing visual images and information which will encourage interest and open lines of communication. Please send your photos and captions to amcsus@cox.net where we will incorporate them into the new website. Additionally, we are seeking short stories and best practices from your schools so we can highlight your amazing programs!

AMCSUS at 100!

Time flies when you’re changing lives! Jack Albert (SINW) is spearheading the planning for next year’s centennial events. The current plan has the Association kicking off its Centennial celebration at the Feb 2014 Conference in Alexandria, to include an AMCSUS school band concert led by Ed Richards (Randolph-Macon), attendance of cadets, and the incorporation of a high-level guest speaker.

In addition to the Conference events, member schools are encouraged to incorporate Centennial recognition programs at the local level (e.g. writing contests, guest speakers, etc.) throughout the Centennial year (Feb 2014-Feb 2015). We also plan to include a Centennial section as part of our website refresh. If you have more ideas, please share them with Jack Albert.

Upcoming Events

- New Heads’ Workshop: Seeking host for Aug/Sep time frame
- Senior Military College Meeting: VMI will host 27-29 Oct
- Military Junior College Meeting: Seeking host for 2013 meeting
- AMCSUS West Meeting: Oakland Military Academy TBD Fall ‘13
- Centennial Events: Feb 2014 - Feb 2015
- Commandants’ Workshop: Norwich will host in Jun 2014

How did you do? Answers to AMCSUS Quiz: 1F; 2E; 3G; 4I; 5A; 6D; 7K; 8J; 9H; 10C; 11B
Sponsor Spotlight

When planning your next student trip to Washington D.C. or the surrounding area, consider staying at the

**National 4-H Conference Center**

The 4-H Center is ideally located for easy access to all D.C., MD, PA & Northern VA attractions and the Center’s helpful staff will work with you to coordinate all the details. This full service venue easily accommodates any size group and offers first-class rooms, conference facilities and food service.

For information, please contact Sean Valentine at (301) 961-2827 or SValentine@4HCenter.org

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Test Your AMCSUS Knowledge

**(Match AMCSUS member with factoid)**

<table>
<thead>
<tr>
<th>Member</th>
<th>Factoid</th>
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<tbody>
<tr>
<td>1 St John’s Northwestern Military Academy</td>
<td>A $10M Sports Center part of $60M Capital Improvement Plan</td>
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<tr>
<td>2 University of North Georgia</td>
<td>B 2013 graduates (71) shared a record $8M in scholarships</td>
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<tr>
<td>3 New Mexico Military Institute</td>
<td>C Association’s sole public Charter School (no boarding)</td>
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<td>4 Culver Military Academy</td>
<td>D Located at the foothills of the Blue Ridge Mountains</td>
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<td>5 Army &amp; Navy Academy</td>
<td>E Recent consolidation brings school enrollment to 15,000</td>
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<td>6 Riverside Military Academy</td>
<td>F Cadets’ day begins in Noble Victory Memorial Chapel</td>
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<tr>
<td>7 The Citadel</td>
<td>G Athletic Director was a former Harlem Globetrotter</td>
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<tr>
<td>8 Marion Military Institute</td>
<td>H School utilizes unique “One Subject Plan” curriculum</td>
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<tr>
<td>9 Fork Union Military Academy</td>
<td>I Today &gt;1,300 attend its summer prgms which began in 1902</td>
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<tr>
<td>10 Oakland Military Academy</td>
<td>J Dating to 1842, this school merged with state system in 2006</td>
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<tr>
<td>11 Randolph Macon Military Academy</td>
<td>K #1 in U.S. News &amp; World Report Best Colleges rankings</td>
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