Association welcomes North Valley Military Institute

North Valley Military Institute (NVMI) became the third school to join AMCSUS in 2014. Like the Association’s other two public charter schools, the majority of NVMI students are on the reduced/free lunch program. Located just North of Los Angeles, NVMI currently has 380 students in grades 6-12 and has plans to expand to over 800 students in the next few years. Dr. Mark Ryan and his staff are truly enhancing the lives and futures of their students.

2015 AMCSUS Conference Registration Underway

22-24 Feb 2015
Westin Hotel in Alexandria VA

SUN: Centennial Colors; Roll-Call; President’s Welcome; Keynote Speaker: ADM (Retired) Thad Allen; Sponsor Reception
MON: Tomorrow’s stakeholders; Admissions/Marketing Workshop; Date Safe Project; Cadet Cmd/ Service briefings benefitted all.
TUE: Risk Assessments, Admission/Marketing Best Practices out-brief; Business Lunch
TOPICS: Role of TAC; “Grit”; Enhancing staff-student engagement; Social Media “Fails”; What parents look for in a website

$168 Westin Hotel Registrations must be completed before 15 Jan 2015
Operation Centennial Colors

AMCSUS member schools continued their recognition of the Association’s centennial by incorporating the “Centennial Colors” into special events across the country. The ceremonial flag will be presented at the opening ceremony of the 2015 AMCSUS Conference to commemorate the Association’s second century.
Marketing Military Education

AMCSUS continues to seek cost-effective opportunities to showcase the many benefits of the military education model. Millions saw our messaging in 2014 via two Times Square JUMBOTRON advertisements, a USA TODAY Back-To-School publication and our second U.S. Airways Magazine November editorial.

2014 Senior Military College Conference

SMC leadership gathered 19-21 Oct 2014 to candidly discuss a variety of issues of mutual interest. Highlights included Cadet Command's BOLD Transformation, DoD’s Sexual Assault Prevention & Response (SAPR), Citadel’s Leadership Program, Guard & Reserve Commissioning, Moral/Ethical/Honor decision making, and the manning of Corps organizations. The program include an interesting and informative walking tour of the campus led by members of the Corps of Cadets. The University of North Georgia will host the next SMC conference 19-21 Sep 2015.
Military Junior Colleges
Meet at VFMA&C

Dr Stacey Sauchuk and her staff hosted the 2014 MJC gathering 26-28 Oct 2014. The five MJC’s addressed several important issues:
- Relevance; current & future
- Importance of soft skills
- Enhanced marketing & branding
- Alignment of effort…Head of School, Dean and Commandant
- Early Commissioning Program
- Reserve/Guard opportunities
- Revenue generation streams
- Aging infrastructure & facilities
- Benefits of on-line education
- Partnering opportunities

Cadet Command participation included the Deputy Commanding Officer (COL Brian Mennes), 1st Brigade (COL David Wood & CSM Chris Martinez), with COL Rob Humphrey representing the Guard/Reserve.

MJC’s view the 2015 Conference as an opportunity to continue dialog on existing topics, share best practices and explore ways to harness local political representatives to enhance MJC awareness & representation in Washington D.C.

Mark Your Calendar

- AMCSUS Annual Conference: 22-24 Feb 2015 at Alexandria Westin
- Commandants’ Workshop: 17-19 Jun 2015 at Riverside Military Academy
- New Heads’ Workshop: Sept 2015 at New Mexico Military Institute
- Senior Military College Conf: 19-21 Sep 2015 at University of North Georgia
- Military Junior College Meeting: TBD

2014-2015 AMCSUS Executive Committee

PRESIDENT: MG Jerry W. Grizzle, USA (Ret.), PhD., New Mexico Military Institute
VICE PRESIDENT: BG Don Broome, USA (Ret.), Hargrave Military Academy
SECRETARY: RADM Scott Burhoe, USCG (Ret), Fork Union Military Academy
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Robert Land Academy; BG Joe Ramirez, USA (Ret.), Texas A&M
PAST PRESIDENT: Dr Jack Albert, SJNMA
STRATEGIC PLANNING COMMITTEE CHAIR: Mr. John Buxton, Culver Military 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 ***