Association of Military Colleges and Schools of the United States

AMCSUS

Quarterly Newsletter

Issue # 7 Jan 2015

Association Growth
North Valley Military Institute becomes Association's newest member!

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Annual Conference
Registration packages emailed 10 Dec; please complete Hotel & Conf. registration NLT 15 Jan.

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Centennial Colors
The Assn's Centennial Colors proudly included in numerous events across AMCSUS!

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SMC Conference
Texas A&M hosted 2014 SMC gathering. DoD, Cadet Cmd & Service briefings benefitted all.

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MJC Conference
Valley Forge hosted 2014 MJC Conference. MJCs seeking to gain advocates in Washington D.C.

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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/ Services; Awards Banquet

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.

Wentworth

Army & Navy Academy

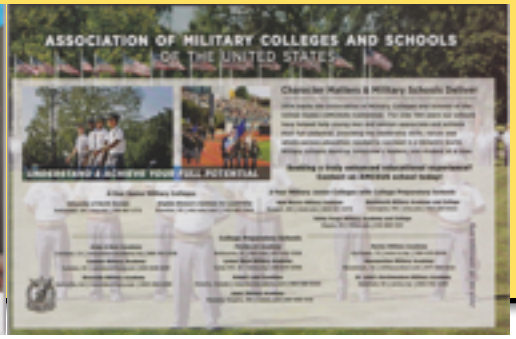
Virginia Military Institute

Howe Military Academy

Florida Air Academy

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 MJCs 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.

MJCs 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

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