



ZoomieLink Update

Raychel Blocher, '18
Alumni and Constituent Relations Coordinator

ZoomieLink Analytics | Total Users

1959	17	1968	44	1977	47	1986	47	1995	73	2004	39	2013	32
1960	9	1969	72	1978	57	1987	53	1996	42	2005	25	2014	16
1961	9	1970	70	1979	89	1988	59	1997	38	2006	32	2015	19
1962	26	1971	45	1980	66	1989	70	1998	67	2007	39	2016	16
1963	29	1972	43	1981	37	1990	90	1999	68	2008	36	2017	25
1964	25	1973	52	1982	41	1991	57	2000	72	2009	133	2018	25
1965	40	1974	66	1983	47	1992	60	2001	34	2010	54	2019	21
1966	33	1975	74	1984	78	1993	47	2002	24	2011	25	Total	3,112
1967	33	1976	63	1985	84	1994	74	2003	33	2012	28		

ZoomieLink Analytics | Promotions

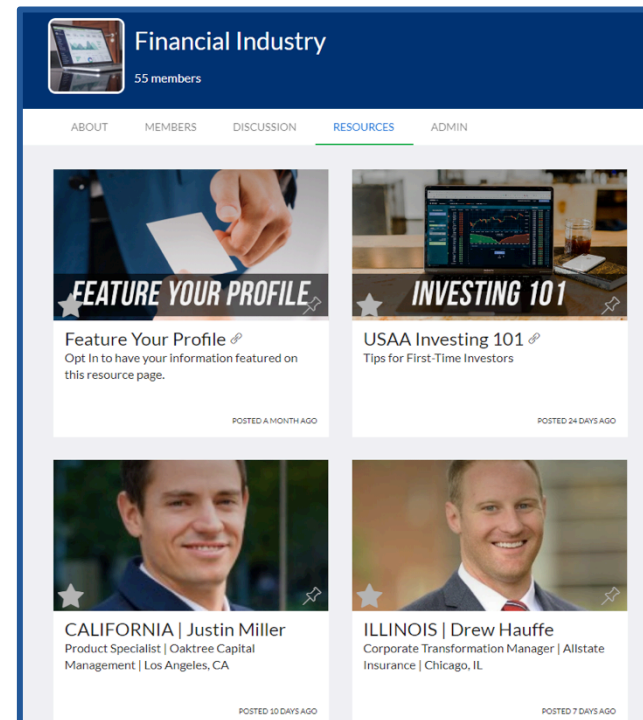
Promotion:	Date of Promotion:	Total Joined:
Homecoming Weekend Reunions	9/25/2019	78
1969 Class Reunion	10/2/2019	34
ZoomieLink Newsletter Oct	10/8/2019	179
Army Weekend Reunions	10/30/2019	26
ZoomieLink Newsletter Nov	11/6/2019	317
ZoomieLink Newsletter Dec	12/2/2019	89
ZoomieLink Newsletter Jan	1/9/2020	47

Future Promotions: Promo Video, Firstie Departure, Class Reunions

New Feature | Business Promotion

ZoomieLink can serve as a resource for graduates to connect with and share recommended businesses, services or opportunities to fellow graduates. To help develop a central location for opportunities for graduates to view, our support team has created a way for graduates to promote their business or non-profit within ZoomieLink Groups.

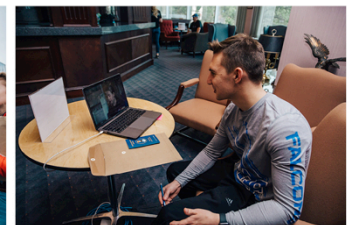
- Groups:
 - Real Estate
 - Non-Profit Field
 - Financial Industry
 - Brews, Spirits and Wines
 - Legal Profession



Firstie Departure 101 | Class of 2020 | April 23

- **Description:** The AOG is hosting an event on April 23, 2020 for Firsties that will provide the cadets knowledge and skills that will be beneficial for their next chapter in life.
- **Examples of Stations:**
 - Housing | On and Off Base
 - Airmen Family Readiness Center
 - Cooking Tips
 - Finance/Retirement Planning
 - [ZoomieLink Sign Up](#)
- **What We Need From You?**
 - Encourage your classmates to sign up for ZoomieLink so they can provide information and advice for the new graduating class.

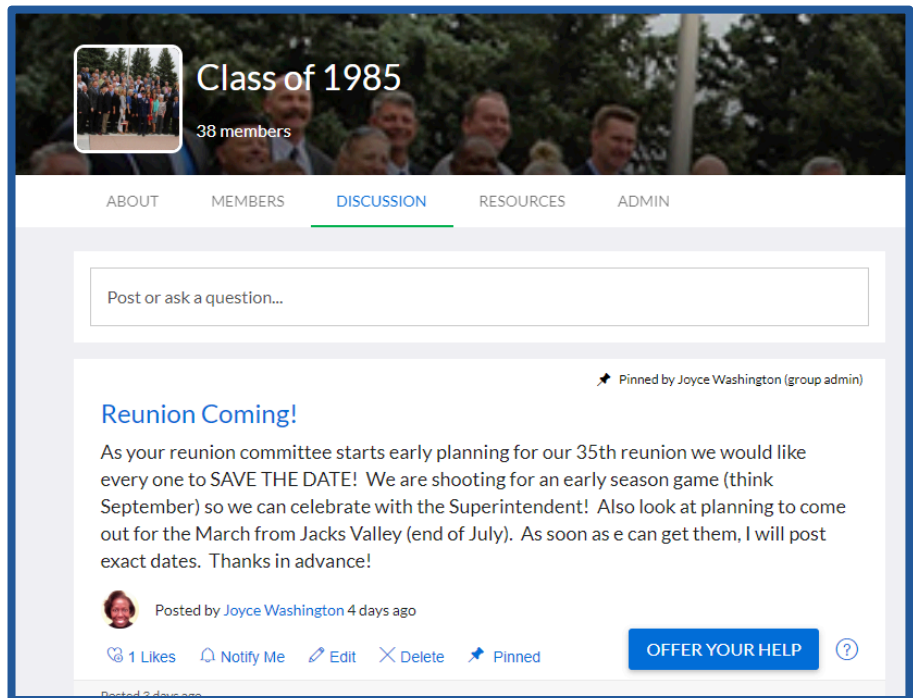
FIRSTIE DEPARTURE 101



Class Reunions

ZoomieLink can provide your class a “Class of XXXX” Group that can serve as the “headquarters” for your class reunion.

- Only your classmates will be allowed to join the group.
- The “Discussion” section of the group will make it easy for you to post updates and information regarding your class reunion.
- The “Resources” section allows you to post articles and links to websites that may be associated with your class reunion.



Reunion 2019 Update

Michele Bergeman

Vice President, Alumni and Constituent Relations

Reunion Highlights

- Welcomed back 11 Classes
 - Estimated 2,675 Graduates came back and 2,630 guest for a total of 5,305 attendees
 - This was in 5 weekends
 - Two classes used Tier 1, One class used Tier 2, Eight classes used Tier 3
 - 2018 | One class used Tier 1, Eight classes used Tier 3
 - New in 2019
 - 15 year Gathering (2004)
 - 60 year Muster (1959)
 - Summer Reunions (1959, 1964)
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	<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>		<u>Tier 1</u>	<u>Tier 2</u>	<u>Tier 3</u>
AOG Service Fee*							
Graduate or Primary Registrant, Member	\$12	\$69	\$86				
Graduate or Primary Registrant, Non-member	\$12	\$84	\$101				
1 st Guest & Each Guest (to include Next-of-Kin)	\$12	\$12	\$12				
Coordinate with the Academy	→	→	→	Tier 2 Continued			
Coordinate access to the terrazzo	→	→	→	Assist with preparation of memorial brochures and printing (1.25 brochures per graduate & NOK - additional brochures provided at an additional cost)		→	→
Security forces approved nametags	→	→	→	Offer optional tailgate before game		→	→
Coordinate reunion ads in Checkpoints	→	→	→	Provide final accounting of reunion funds		→	→
Provide contact information	→	→	→				
Create and maintain class reunion link on landing page	→	→	→	Tier 3 Continued			
Accept deposits into the class agency fund account	→	→	→	Offer guidance based on historical data and experience			→
Schedule and manage staff for Friday open house	→	→	→	Conduct surveys			→
Coordinate Late Reunion Check in at Arnold Hall on Friday	→	→	→	Provide suggestions on needed communications			→
Coordinate Prep School Mini Reunion	→	→	→	Coordinate with hotel			→
Coordinate with Chaplains for Memorial Service	→	→	→	Obtain favorable hotel pricing & terms			→
Coordinate Mitchell Hall Lunch	→	→	→	Acquire credit from hotels to avoid the need for deposits			→
Tier 2 and 3				Monitor room block and provide updates			→
Coordinate discounted football tickets with athletics		→	→	Sign contracts on behalf of class relieving class organizers of personal liability			→
Coordinate with Eisenhower Golf Course		→	→	Provide general printing and photocopying services			→
Maintain reunion landing page with updates		→	→	Produce registration materials			→
Establish deadlines for reunions		→	→	Issue event tickets			→
Conduct email blasts		→	→	Conduct reunion check-in at hotel			→
Set-up and manage online registration system		→	→	Maintain records in accordance with AOG retention policies			→
Assist with registration & answer general questions		→	→	Assumption of 50% of liquidated damages for not meeting a room block mutually agreed upon between AOG and Class, subject to limits			→
Collect monies and process refunds through CVENT		→	→				
Provide periodic expense reports		→	→				
Provide final guest counts to vendors		→	→				
Offer optional lunch on Friday afternoon		→	→				
Schedule class photograph with professional photographer		→	→				

Tier System and the Future of Reunions

- Second year of Tiers and still learning.
 - We encourage classes to use Tier 2 or 3 for the best reunion experience.
 - New to 2020 | the AOG Reunion team will be hosting all levels of reunion registration on CVENT for standardization.
 - 2020 will bring changes to Reunions as a whole with the Academy Institutionalization.
 - CONOPS are in the works, when done 2020 AOG SOPS will be updated
 - We are looking forward to hosting 11 classes again this year!
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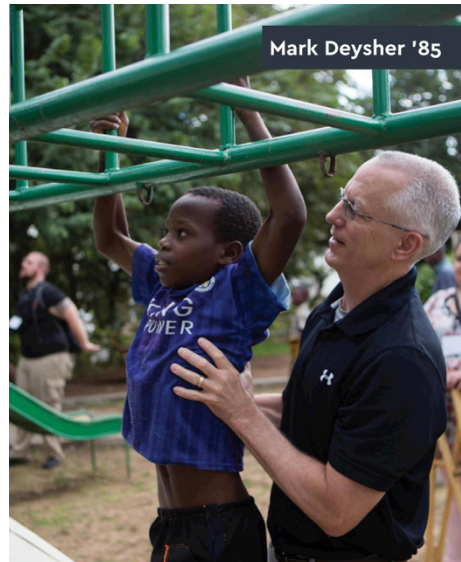


Service Challenge Briefing

65

SERVICE BEFORE SELF
CHALLENGE

Help us reach the goal of
65,000 minutes
of service in 2020.



Mark Deysher '85

STEP ONE

VOLUNTEER

Find an activity or event that is meaningful to you and give 65 minutes to it.



Eric Garvin '81

STEP TWO

TRACK

Log your minutes and tell us about your experience. You can do multiple logs throughout the challenge.



Mark Wise '07

STEP THREE

SHARE

Post your service experience on social media by tagging us and using **#USAFAServiceBeforeSelf** and **#USAFAGradsGivingBack**

**EVERY
MINUTE
MATTERS**

#USAFAServiceBeforeSelf
#USAFAGradsGivingBack



Help us reach our goal of 65,000 minutes of service with the USAFA Family by 11 July 2020!

[Service Before Self Challenge Video](#)

For more information: usafa.org/servicebeforeself
