

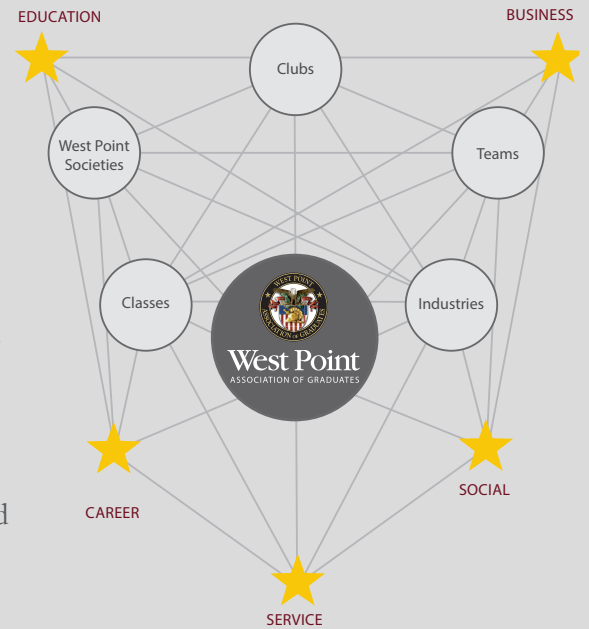


Members of the Long Gray Line share a lifelong bond with each other and with West Point. This kinship is forged from shared Academy experiences—time spent in their cadet companies, on the Plain, on athletic teams, and in the classroom. It is the West Point Association of Graduates’ mission to support and sustain those meaningful connections over a lifetime.

Many opportunities already exist for graduates to gather together in person in large groups either at West Point or throughout the world, including reunions, sporting events, Founders Day, and West Point Society events. **Grad Link** aims to open up many more opportunities for graduates to connect with each other.

Leveraging the Power of the Network

In today’s world, relationships are often fostered through virtual opportunities. Just as WPAOG is your conduit to the Long Gray Line and to the Academy, WPAOG now seeks to enhance its digital infrastructure with a password-protected, online community. **Grad Link** will offer sophisticated networking tools to make individual connections among graduates, share contact and professional data, and form online spaces for communication and collaboration. For example, graduates could reach out to fellow members of the Long Gray Line through a shared interest, such as alumni in the medical field, former members of the Cadet Glee Club, or local residents interested in community service — creating more opportunities for meaningful connections through common interests.



Investing in Infrastructure

Currently, WPAOG provides a basic set of preconfigured webpages and tools for Society and Class leaders to publish an officers list, share news and photos and post links to outside resources like Facebook pages or online calendars. This might have met alumni’s expectations in the past, but our graduates today demand mobile tools and more sophisticated, flexible web-based options.

The **Grad Link** strategic initiative will include a smart phone app and mobile device responsive website, which will combine constituent data with real-time data from LinkedIn to provide a self-service professional networking tool for alumni. The app will facilitate LinkedIn searches, geolocation/map-based searching, contact information updates, and direct feeds from WPAOG social media content and publications such as *First Call*. **Grad Link** also will provide the ability for WPAOG or designated alumni to create online community spaces for classes, societies, teams, clubs, and other affinity groups. These groups will be able to host online discussion forums, conduct polls and elections, create and manage events (including payment processing), and send and track emails.

By streamlining and personalizing how graduates can securely connect with each other, **Grad Link** will enable the Long Gray Line to become the most highly connected alumni body in the world.

Funding

Annual Funding (personnel, smart phone app, software licensing)	\$142,000
Three years of start up-funding	\$426,000
Permanent Endowment	\$4 million