

HERBERT ALUMNI CENTER REVITALIZATION PROJECT



West Point
READY 

READY TO SERVE. READY TO LEAD.



Architect renderings are initial concepts and do not reflect final designs.

HONORING THE PAST EMBRACING THE FUTURE

Herbert Alumni Center, commonly referred to as Herbert Hall, home of the West Point Association of Graduates, has been the heart of alumni connection since 1993. Now, thanks to strategic re-envisioning, Herbert Hall is undergoing transformative enhancements to further elevate the graduate experience. This preservation project focuses on creating an enduring link between West Point’s storied past, its vibrant present, and the future of the Long Gray Line. The upgraded facility will become a must-visit destination for alumni, offering a space to reconnect, reflect, and celebrate the shared journey of graduates and their families.

A HUB FOR THE LONG GRAY LINE

Herbert Hall’s renovation aims to serve West Point and its graduates through innovative and human-centered design. This transformation will make Herbert Hall a central gathering space for alumni, whether they are visiting for reunion events, attending special ceremonies, or simply stopping by to experience the lasting bond of the Long Gray Line.

- **Tech-Forward Enhancements:** Digital signage will provide information on events, initiatives, and news from your Association and the Academy, enhancing the overall graduate experience.
- **Modernized Gift Shop:** The on-site Gift Shop will offer expanded space and product lines that reflect both West Point’s heritage and the evolving interests of its alumni, making it the perfect place for graduates to take home a piece of their legacy.
- **Upgraded Amenities:** A more welcoming reception area and new amenities will ensure that every visit to Herbert Hall feels like returning home. Whether it’s for a quick stop or an extended visit, guests will experience improved services designed with their needs in mind.

By preserving and modernizing the building, the project

strengthens the long-standing bond between the Academy and its graduates while creating a welcoming environment that meets the evolving needs of today’s Long Gray Line. Designed around the Moments that Matter—from commissioning to retirement and beyond—the renewed Herbert Hall will celebrate every milestone in the lives of West Point graduates, offering meaningful experiences through spaces suited for formal ceremonies, informal gatherings, quiet reflection, and impromptu reunions.

More than a face-lift, the renovation is an investment in the enduring connection of the Long Gray Line community. As a gateway to West Point’s rich history, the enhanced Herbert Hall will continue to be accessible to everyone visiting West Point by allowing visitors to see and feel the lasting impact of graduates and their contributions to the nation. It will serve as a central hub for alumni and families alike. This project ensures that Herbert Hall remains a place future generations can call home—a space where graduates can reflect on shared experiences, celebrate significant moments, and deepen their lifelong bond with West Point and with each other.

MORE THAN JUST A BUILDING

As your Association continues to evolve and grow, the renovation of Herbert Hall will play a vital role in shaping the future of the Long Gray Line. With expanded amenities, improved spaces for connection, and a renewed sense of history, the transformed Herbert Hall will welcome every graduate with a feeling of coming home — a place to celebrate the past, embrace the present, and look confidently toward the future of West Point. This is more than a renovation; it is a commitment to the enduring legacy of the Long Gray Line and a tribute to the bonds that unite all West Point graduates. Whether you are visiting for the first time or returning after many years, Herbert Hall will remain a space where you are honored,

supported, and always remembered.

By enhancing this landmark building, your Association reinforces its role as the essential link between graduates and their alma mater. Re-imagining what an alumni center can be ensures that future generations will have a place to call home just as past generations have. Herbert Hall will continue to serve as a touchstone for every graduate, a place for reflection, camaraderie, and connection, where cherished memories are relived and new ones are made.

The renovation of Herbert Hall marks the beginning of an exciting new chapter in your Association's efforts to support West Point and its graduates. Remaining dedicated to creating meaningful experiences and strengthening the bonds of the Long Gray Line for generations to come. Welcome back to your Rockbound Highland home. Welcome to Herbert Hall.



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***A place to convene, engage, celebrate,
honor, and serve the needs of the
Long Gray Line community in
the Moments that Matter.***



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RECOGNITION OPPORTUNITIES

Exterior

Herbert Alumni Center Terrace \$5 million

Class of 1964 Reception Hall

Digital Media Ring \$3 million

Cafe Nook Seating Area \$1.5 million

Gift Shop

Client Services Desk \$2 million

Media Wall \$2 million

Mural Wall \$2 million

Wardrobe Room \$750,000

MARGIN OF EXCELLENCE



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as of December 16, 2025