



## West Point AOG—There for the Corps

R Day for 2011 dawned climatologically better than R Day for 2010. Our Hudson valley weather god, ODIN, smiled on the 1,305 new cadets with bright sunshine and remarkably pleasant temperatures. I was there as a guest of the Supe with entitlement—"a blue badge" not a red sash—to walk around, without interfering, to see the whole process. Needless to say, I was impressed with the efficiency and effectiveness of the entire day as run by both the USMA and the cadet USCC leadership team and staff. Things have changed for the better and the proof are the recent classes—2001–2006—engaged in combat operations shortly after graduation.

Another change that has occurred since the 60's has been the growth in size of programs and level of activities in the realm of Cadet Activities—or in a civilian parlance—student extracurricular activities. Believe me, at USMA our Cadet Activities eclipse any civilian institution's student extracurricular activities. And for us Graduates, depending on our decade in looking back, this change is good, since all these many activities further enhance that unique West Point leader development and educational experience.

To toggle back and forth in time, selecting my graduation decade—the 60's—there were 46 total cadet clubs in '62; 12 cadet club sports in '65; 29 non-sports cadet clubs in '67. Today, for the classes of 2007–2011, one finds 80 non-sport clubs and 33 sports clubs. Some are old, like the Howitzer, Glee Club, SCUSA and Debate. Others are new, like Women's Lacrosse and Rugby, Big Brothers and Big Sisters, Chinese Language, and the Environmental & Water Resource Institute.

From a continuity standpoint, the Commandant, USCC, is still in charge of cadet activities with his Director of Cadet Activities, the DCA; in the 60's, it was the CAO, Cadet Activities Officer. Today, all cadet activities are

viewed through a lens of leadership development and education by the Com to ensure validity and value added. The current DCA, LTC Craig Flowers, has brought in new energy and ideas with an ALL FOR THE CORPS logo and programs. It is worth your time to visit their website <<http://www.usma.edu/uscc/dca/index.html>> and just browse the breadth and scope of today's programs.

Of course, amidst the change of programs and continuity of mission, the growth that has occurred brings an increase in demand for funding support. The vast majority of the funding since '71 (when Congress changed the rules for morale and welfare activity funding) has come from non-government sources, i.e., private donations, DCA business revenue, and club-generated revenue.

The annual budget of DCA is now \$16.1 million, compared to \$4.3 million as recently

programs and activities. There are a number of ways this occurs. The Phonathon that the West Point Association of Graduates manages for the Parents Fund for Cadet Activities is the primary annual fund-raising effort conducted to raise operating funds for DCA. Your WPAOG also supported DCA by fund raising and construction management for the Caulfield Crew and Sailing Center, Tronsue Marksmanship Center, and Anderson Rugby Sports Complex. Additionally, the WPAOG conducts focused mini-campaigns that benefit individual clubs, teams and programs.

I believe there are opportunities for additional financial support from our Graduates, classes and Societies. I look upon these as diversification-of-giving opportunities for mem-

bers of the Long Gray Line, classes and societies. Right now, our WPAOG provides 5.5% of the DCA annual budget. Since we all benefited, one way or another, from Cadet Activities when we were in Cadet Gray. I have asked members of our Advisory Council to form a task force, "All for the Corps," to explore ways WPAOG can provide additional support, whether it be local publicity and support for visiting Cadets engaged in cadet activities on

as 1990. In early planning for Ike Hall Theater utilization, the theater activities were to provide a major source of revenue to sustain most DCA activities. 9-11 and the restructuring of homeland security access to West Point changed all that, making it more difficult for the "great American public" to attend and spend dollars on the outstanding theater shows at Ike Hall. Of course, this adversely impacted DCA funding of their operations.

As part of our mission to support West Point and its Graduates, our WPAOG provides some direct financial support to the DCA

the road, financial gifts from classes or societies, or promoting information of such across their class or societies. All Graduates at one time were in the Corps, so there is no reason we should not be "All for the Corps."

The mission of DCA is to significantly enhance the development of the United States Corps of Cadets militarily, physically, academically, moral-ethically, spiritually, and socially by providing organized, comprehensive and diverse programs and facilities, which provide for entertainment, extracurricular, recreational, cultural and social activities.