

# USNA59 – 59<sup>th</sup> Reunion Demographics

Date: December 9, 2018 Prepared by Elaine Stout

**Objective:** Study the Demographics of 59<sup>th</sup> Reunion and, if possible, apply results to encourage participation in any future Reunion or for other classes

**Plus and Minus for DATA in the 59<sup>h</sup> Reunion:** *Strongest* pluses for DATA were: integrated Mail-in and Automated Registration, generated Reports used to track progress thru the Registration and post-Registration period, and facilitated Name Tag generation and contractor tracking. *Weakness* Menu Option generation for Name Tags was impossible due to lack of selections for individual on “paper” and on-line forms.

**Findings:** From a data perspective, the findings are:

- A. Registered and Attended – a cancellation rate of about 8.5%, reasons included last minute illnesses, accidents, other events. Several refunds were sent; a few CM had their refund go to the Class Treasury.

## Summary Reunion Registered & Attended (Classmates, Widows, Spouses|SOs, Others)

59th Reunion Classmates / Widows / Spouses|SO / Others Registered  
as of October 31, 2018 (final)

Category	# Registered	Actual # Attendees	# Cancelled	% Cancelled
Submission	180	165	15	8.3 %
Total Submissions CXL			15	8.3 %
Total Cancellations			29	8.5 %
Classmate	171	157	14	8.2 %
Widow	9	8	1	11.1 %
Spouse   Significant Other	134	123	11	8.2 %
Other Attendees (eg, children, friends)	27	24	3	11.1 %
<b>TOTAL</b>	<b>341</b>	<b>312</b>	<b>29</b>	<b>8.5 %</b>

Classmates | Widows | Spouses|SO | Others for 59th Reunion

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**B. Reunion Survey Response – Sent to all 165 Primary Attendees, thru 12/8/2018 had a response rate of 73%. 45 classmates and widows did not respond. The 45 as composed of: 6 of the 8 widows (75%) and 39 out of 157 (25%) classmates.**

<b>Table 1: Summary by Events- PAID, no Fee, Religious</b>								
as of Monday, Dec 10, 2018								
Ratings: O = Outstanding, E = Excellent, Fair, Poor WA= Weighted Average								
*****PAID EVENTS*****								
Attend Event?			Rating if attended event					
Event	# YES	# NO	O	E	Fair	Poor	O-->P	WA
Farewell Brunch	69	51	39	26	4	0	69	3.76
N* Tailgate	104	16	73	29	1	0	103	4.05
Trolley Tour	52	68	23	23	5	1	52	3.47
Company Party	113	7	74	30	8	0	112	3.88
<b>Totals</b>	<b>338</b>	<b>142</b>	<b>209</b>	<b>108</b>	<b>18</b>	<b>1</b>	<b>336</b>	<b>3.85</b>
*****Non-PAID Events or User Fee*****								
Attend Event?			Rating if attended event					
Event	# YES	# NO	O	E	Fair	Poor	O-->P	WA
Fun Walk	8	112	1	7	0	0	8	3.19
Leadership Brief	48	72	17	25	3	1	46	3.39
Virtual Tour	31	89	12	18	1	0	31	3.53
Bus Trans	69	51	37	27	3	0	67	3.76
Golf Tennis	8	112	2	4	2	0	8	3
<b>Totals</b>	<b>164</b>	<b>436</b>	<b>69</b>	<b>81</b>	<b>9</b>	<b>1</b>	<b>160</b>	<b>3.54</b>
*****Religious Events and 65th Reunion *****								
Attend?			Rating if attended event					
Event	# YES	# NO	Outstanding		Excellent	Fair	O-->F	WA
Memorial Service	78	42	68		7	1	76	4.32
Service	# YES	# NO	% Attended % Yes - 65th		Good inclusion in the Reuion?			
Catholic	19	101	15.83%		Yes	No	No Opinion	
Protestant	24	96	20%		28	2	90	
Attend 65th?	111	9	92.5%		35	3	82	
<a href="#">Click for Classmate Comments</a>								

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Company	tot#	# response	Not Yet	% complete	
1	11	6	5	54.5%	
2	5	5	0	100.0%	
3	6	6	0	100.0%	
4	7	6	1	85.7%	
5	3	2	1	66.7%	sent out 11/16
6	11	7	4	63.6%	
7	5	3	2	60.0%	
8	9	6	3	66.7%	
9	1	1	0	100.0%	sent out 11/18 3pm
10	14	13	1	92.9%	
11	9	9	0	100.0%	
12	7	6	1	85.7%	
13	8	3	5	37.5%	
14	2	2	0	100.0%	sent out 11/18 11pm
15	10	7	3	70.0%	
16	6	5	1	83.3%	
17	4	3	1	75.0%	***
18	9	5	4	55.6%	sent out 11/19 11pm
19	7	4	3	57.1%	
20	4	2	2	50.0%	
21	7	5	2	71.4%	
22	9	6	3	66.7%	
23	5	3	2	60.0%	
24	6	5	1	83.3%	sent out 11/21 4pm
	165	120	45	72.7%	complete
*** JOHNSON	Richard A.				deceased on 11/6/2010 after reunion

Response as of December 8, 2018, five companies had 100% response. Only one company had below 50% response.

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## A few Stats:

1. ~ 32% of living graduate Classmates and Widows attended the 59<sup>th</sup> (163 of 514); additionally, two non-grads attended, for total of 165. About the same ratio as the 55<sup>th</sup> Reunion.
2. ~ 3/4 of attendance was “East Coast” (measured by Time Zone and by Mississippi split); thus 1/4 (really 26%) were “West Coast.” 55<sup>th</sup> Reunion was about 2/3 East and 1/3 West Coast
3. Registration type (included Widows) – Submission count:

○ Registered (180)	○ Actually Attended (165)	○ 8.3%
○ On-Line: 110	○ On-Line: 97	○ 11.8%
○ Mail-in: 69	○ Mail-in: 67	○ 2.8%
○ Walk-in: 1	○ Walk-in: 1	○ --

4. 81% of the registrations were prior to the August 1, 2018 “cutoff date.” Of the remaining 19% after, 62% of these were received in August. One registration was received October 6 – the lone Walk-in. 55<sup>th</sup> Reunion had 6 Walk-ins.
5. As of 12/8/2018, 73% of classmates and widows had responded to the Reunion Survey. For classmates, 118 of 157 and for widows 2 of 8 responded. Several attempts were made to those not responding; all were sent 3 email requests, with the third only to the classmate/widow with a personal plea. And, the Data Administrator called several. The above efforts resulting with increases in the response... about 55% to the current 72%.

