

**USNA Class of 1964  
President's  
Communications Plan**

**Objective:**

Gather all classmates under one tent. Heal the breaches between various groups of classmates. Give ALL classmates a sense of belonging to our Class, while contributing to all we do as a Class.

**Communications Vehicles:**

1. Attract classmates to our unique, exceptional Class Website by promulgating newsworthy messages to the Class using Scott's Website. Examples: Classmate funerals, "64 Cares, Class gatherings, calls for volunteers, results of ExComm meetings, etc.
2. Use the Company reps whenever information is desired back from our classmates: for example, putting out a notice a head count is needed for Wolf Trap. The President shall work closely with the Company Rep Coordinator to enhance the performance and effectiveness of this communications vehicle.
3. The Class President plans to call 3 classmates at random each week. He will ask for feedback and suggestions and get to know the classmate. In 5 years, the President will call 750 classmates.
4. Personal communications shall be used as a routine method of communications. Emails shall be used for communicating efficiently with small groups/committees or if speed is needed, such as for a funeral.
5. The Class Newsletter will continue to be used as a periodic and effective reinforcement communications vehicle.
6. Essays about ordinary classmates who have done and are doing extraordinary things will be encouraged and published. A typical example will be Tom Swartz's story about his entry to USNA and graduation.
7. Death Notices shall be issued from the Class President, assisted by Company Reps. The President shall use many communications channels simultaneously. The purpose is to

get as many classmates as possible to attend the memorial service.

8. SHIPMATE articles will contain topics of interest from the Class President and as submitted by classmates.