

# HUDSON VALLEY PROJECT



West Point  
**READY** 

READY TO SERVE. READY TO LEAD.



## HUDSON VALLEY PROJECT

The WPAOG Hudson Valley Project (HVP) is an USMA alumni initiative focused on assisting in the economic, educational, and social development of West Point neighbor communities. The project directly addresses the WPAOG Strategic Plan Goals of serving West Point and the Long Gray Line.

USMA Superintendents have increasingly viewed neighbor communities as important partners in the success of West Point. In support, WPAOG has developed the HVP to address the USMA Strategy Lines of Effort of strengthening partnerships and building diverse and effective teams. By enhancing the prosperity of neighbor communities, they become more appealing places to live, work in, and visit. The project benefits USMA in recruiting Cadets, appealing to parents and families, attracting exceptional civilian and military professionals to work at West Point, and addresses a priority of State and Federal legislators who have routinely encouraged efforts by West Point to help improve the communities of their local constituents.

The HVP serves the Long Gray Line by supporting alumni desires to assist in the development of their Rockbound Highland Home neighbors. USMA Alumni around the world have an enduring affinity for the communities around West Point and a sincere interest in the growth of those communities. West Point graduates often fondly recall their Cadet experiences in the local Hudson Valley communities. Later, in their professional lives, alumni often return to West Point, live in those same Hudson Valley towns, raise children there, establish lifelong friendships, increasing their affinity for those communities. Upon returning to West Point for reunions, sports events, or other visits, alumni routinely express their desire for more restaurant, commercial, retail, and lodging offerings in neighbor West Point communities.

WPAOG conducted a strategic assessment concerning how to help strengthen local Hudson Valley communities and their relationships with West Point. The assessment led to a decision to start closest to home by initially focusing on enhancing the West Point bond with the Village of Highland Falls which, for over 115 years, has provided retail stores, restaurants, and services; schools and activities; and residences and homes to countless West Point alumni and their families. To date, the HVP comprises four lines of effort.

HVP Education Line of Effort: Developing and administering CONNECT—an after-school program for the Highland Falls Intermediate School. West Point secondary school students are fortunate to attend local James I. O'Neill High School which has an excellent reputation for learning and broad activities offerings. There is however significant need in the Highland Falls Intermediate School (HFIS). Given that homebuyers cite schools as the top factor in their relocation decisions, WPAOG determined that similarly enhancing learning and programs in the HFIS could provide a considerable benefit to the community by making the Village of Highland Falls a more appealing place to settle, buy a home, find a job, start a business, or raise a family. CONNECT is a cooperative effort among AOG, community leaders, the school district, families, and students which will begin in 2022 as a Pilot Program and mature to a full-time after school program in Fall 2022. CONNECT will focus on English language arts, executive functions, leadership, science, technology, robotics, engineering, arts, and math and will include physical activities.

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*“Success as an Academy requires the full support of our local community. This support must be maintained through a robust community partnership program that informs and develops relationships with our local government, civic leaders, and local residents.”*

*—The USMA Strategy, 2019*

*“The West Point Association of Graduates addresses its mission of serving the Long Gray Line as well as serving West Point when it engages local communities in support of their economic, educational, and social development.”*

*—Todd Browne '85, CEO and President, West Point Association of Graduates*

*“At West Point, we clearly see a link between the prosperity of our local communities and the success of the Academy.”*

*—COL Evangeline Rosel, West Point Garrison Commander*

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HVP Capital Development Line of Effort. WPAOG commissioned a private contractor to conduct a Feasibility Study to determine the costs of improving an unused Highland Falls Elementary School and provide expertise concerning other potential sites for the CONNECT program and community engagement programs. As WPAOG explores options for renovation and construction of a permanent site for CONNECT and other community engagement programs, it also is examining New York State grants relative to green construction and pursuing other partners to participate in the effort.

HVP Community Service Line of Effort. WPAOG established a community advocacy group called Success Academy, which includes local political, business, civil society, and education leaders to help guide the HVP and increase credibility for the effort in Highland Falls. The group recognizes West Point as an ally in addressing the need in Highland Falls for economic investment in the community; social service consulting; and training and education in areas such as career services, English as a second language, and literacy.

Economic Development Line of Effort. WPAOG is rallying the support of alumni and friends of the Academy to invest in the economic development of Highland Falls. WPAOG is helping alumni leverage their considerable networking power to pursue both impact investment and philanthropic economic development ventures in Highland Falls. To date, those efforts primarily relate to pursuing commercial and real estate opportunities. WPAOG offers alumni the capability to network and grow initiatives for Highland Falls economic development through its platforms such as LinkedIn, Sallyport, and WPAOG.org as well as the many WPAOG events, conferences, and activities. Of particular interest is potentially forming financial community investment instruments that would allow alumni at a distance to partner with local entrepreneurs and become shared owners in Highland Falls development properties and commercial projects.



Photo: Lee Ross '73

# FUNDING OPPORTUNITIES

**Hudson Valley Project** ..... **\$22.1 million**

EDUCATION INITIATIVE:

CONNECT Endowment (outside school time program) ..... \$10 million

CONNECT Director Naming ..... \$1 million

CONNECT Champions: ..... \$2.5 million endowment/\$100,000 annual  
(mentors, role models, instructors, cadet participation)

STREAM Curriculum ..... \$2 million endowment/\$80,000 annual  
(science, technology, robotics, engineering, arts, math)

“Engage” Leadership Skills Curriculum ..... \$1.5 million endowment/\$60,000 annual

“Empower” Health and Nutrition Curriculum ..... \$1.5 million endowment/\$60,000 annual

“Challenge” Physical Activities Curriculum ..... \$1.5 million endowment/\$60,000 annual

COMMUNITY ADVOCACY INITIATIVE ..... \$1 million endowment/\$40,000 annual  
(social services, government, civil society engagement)

ECONOMIC DEVELOPMENT INITIATIVE ..... \$1 million endowment/\$40,000 annual  
(supporting alumni entrepreneurial ventures in neighbor USMA communities)

CAPITAL DEVELOPMENT INITIATIVE

Hudson Valley Program Facility Naming ..... \$10.1 million

MARGIN OF EXCELLENCE



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