



UNITED STATES MILITARY ACADEMY
WEST POINT.



COL Deborah McDonald
Director of Admissions



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USMA Women

Leading the Way...





Academic (60%)

- High School Rank
- SAT and/or ACT
 - **Must take SAT Essay / ACT Writing**
- Transcript



Leadership (30%)

- Extracurricular Activities
 - Girls State / Gold Award
- Athletic Participation
- School Official Evaluations

Candidate Fitness Assessment (10%)

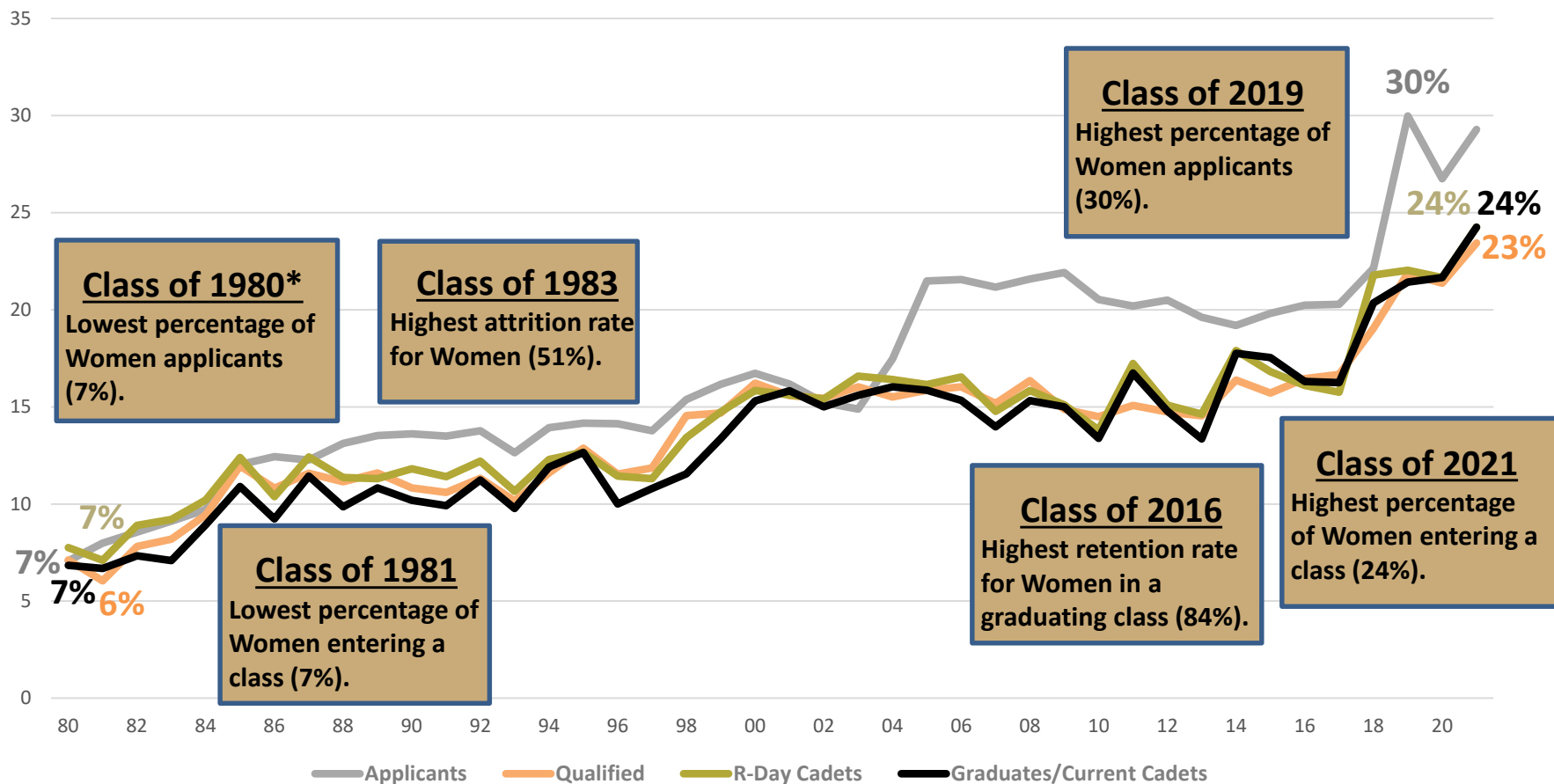
- | | |
|----------------------------|--------------------|
| • Basketball Throw | • Modified Sit-Ups |
| • 40-Yard Shuttle Run | • 1-Mile Run |
| • Pull-ups/Flexed-Arm Hang | • Push-ups |

- **Must submit video of both push-ups & pull-ups/flexed-arm hang**





Percentage of Women Classes of 1980-2021



* Class of 1980 first USMA Class to admit women



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Marketing to Women

Print/Direct

- Targeted brochure with testimonials for prospective female candidates
- > 20% female representation in hometown visits and Academy days
- Advertising in *A Century of Service: Women in the Armed Forces*



"While other colleges offered me a continuation of the same academic or athletic challenges I faced in high school, only West Point can provide the real-world experience and personal development needed for me to achieve my goals."

CDT Lisa Junta

Officers and Mentors

Cadets at West Point have the unique opportunity to learn from some of the most accessible faculty members in the country. Active duty officers comprise 70% of our faculty, and women are heavily represented. Many of them are USMA graduates themselves, having earned their graduate and doctoral degrees while serving on active duty.



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606 Thayer Road | West Point, NY 10996-1797



Are you ready to join?

The Long Gray Line

West Point's roots run deep through American history, and the Academy's ability to develop leaders of character who are committed to the values of "Duty, Honor, Country" remains just as vital and relevant today as it was on its founding in 1802.

When you graduate and are commissioned as an officer in the U.S. Army, you become a member of the "Long Gray Line" and you join the ranks of those who have gone before you. USMA graduates include presidents, generals, governors, astronauts, CEOs, and a countless number of leaders and entrepreneurs who built our nation and continue to lead its industries into the future.

Our graduates make history every day and shape America. Are you ready to work hard to become a Soldier-scholar and leader of character? Are you interested in leading a life of excellence? Then West Point could be the key to your exceptional future.



Begin your journey now. Log on to our website to locate your Regional Commander and learn more about coming to West Point.

www.usma.edu/admissions

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**LEADERS
START HERE**





Digital

- Developed a series of three female targeted emails
- Women open email and click to USMA sites or social media sites at twice the rate of targeted campaigns to men
- Female applications increase ~32% after first email
- Increasing email marketing to leads and prospects

Social Media

- Social Media presence (FB & Instagram) inclusive of women
- Admissions Facebook live includes female panel members
- More female engagement than male in influencer demographic; achieved M/F parity in 13-24 year old demographic
- Targeted Social Media ads using analytics available from data growth

"My experience at USMA is exactly what I hoped it would be because of the personal relationships I've cultivated with my instructors, mentors, and fellow cadets. I've grown so much academically, physically, and mentally, but the relationships are what have made the difference."

CDT Yomanda Martin



USMA OFFERS YOU...

- A top-tier, nationally ranked academic program.
- A safe campus with state-of-the-art facilities located on 16,000 scenic and historic acres.
- A fully funded education, including tuition, room & board, medical & dental care, and a monthly salary.
- 100% employment after graduation in an exciting profession with rewarding opportunities.
- Complete gender equality in every aspect of your education and throughout your career as an Army officer including promotions, pay, and benefits.

FAST FACTS

90% Women who graduate from West Point remain in the Army after their five-year obligation and obtain advanced college degrees such as MBAs, PhDs, MDs, and JDs.

1976 Females were first enrolled at the United States Military Academy. Since then, women and their role within the Corps of Cadets have proven their positive and lasting influence on West Point. Today, more and more young women choose the U.S. Army as a career and West Point as their path.

50%+ More than half of the cadets in our most competitive and academically challenging majors are female. Some of these majors include chemistry, engineering psychology, foreign languages, information sciences, and legal studies.