



UNITED STATES
AIR FORCE
ACADEMY

USAFA Strategic Communications

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Strategic Communications (USAFA/CM) Mission

- Communicate timely, accurate, and useful information about Air Force Academy activities to DoD, domestic and international audiences and...
 - Provide trusted counsel to leaders
 - Build, maintain, and strengthen Cadet, Airmen and Guardian morale and readiness
 - Enhance public trust and support

- Three Divisions + the USAFA Band
 - Outreach
 - Marketing
 - Public Affairs Operations
- Outreach Division Audiences = Parents, Alumni, Congress & Local/State Government, Industry, Higher Ed, USAFA Visitors, USAFA Foundations
 - Still filling vacancies as fast as possible!
 - Visitor Center Manager hire is next
 - Awesome team of professionals!

- **Football Season**
 - 31 Aug - December (Hopefully!)
 - New Superintendent's Suite; New East Side of Falcon Stadium
 - Home game vs. Navy - 5 October
- **Reunion Weekends x 3 (ish)**
 - 5-7 September; 3-5 October & 17-19 October
- **D-Day Anniversary Event at the Planetarium**
- **Cyber Innovation Center Opening**
- **Hotel Polaris Coming Soon**
- **New Visitor's Center not far behind!**

How You Can Help Us

- **Communicate, Communicate, Communicate!**
 - Spread the (Official) word - the USAFA Parent Liaison Team
 - Help us with rumor control
 - Send us your concerns
- Pull in parents and get them involved
- Be a USAFA ambassador to your local community



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