



UNITED STATES
AIR FORCE
ACADEMY

USAFA Strategic Communications

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USAFA/CM
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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**
 - No vacancies to fill---first time ever!
 - Chief of Government Relations joined us in January
 - Awesome team of professionals!

■ Football Season

- Schedule for the Fall released!
- New Superintendent's Suite; New East Side of Falcon Stadium
- Parent's Weekend vs. Bucknell - 30 August
- Home game vs. Army - 1 November

■ Reunion Weekends x 3 (ish)

- 20 & 27 September & 1 November (typically 10 x USAFA classes)

■ Cyber Innovation Center Ribbon-Cutting - 25 April

■ Hotel Polaris Grand Opening Was 14 November 2024

■ New Hosmer Visitor Center Interior Construction

- 2nd floor office space complete
- 1st floor gallery walls going up as we speak!

- **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**

