



UNITED STATES
AIR FORCE
ACADEMY

USAFA Strategic Communications

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USAFA/CM
2 Sep 26

- **Three Divisions**

- Outreach
- Marketing
- Public Affairs Operations

- **Outreach Division Audiences = Parents, Alumni, Congress & Local/State Government, Industry, Higher Ed, USAFA Visitors, USAFA Foundations, Local Community**

- We've lost 2/3 of our Outreach Team since Jan 2025
- Aggressively pursuing hiring actions!
- We still have a small, core group of awesome professionals!

■ Football Season

- 5 September - December (Hopefully a Bowl Game!)
- Home Game vs. Navy - 3 October
- 7 x Total Home Games This Season

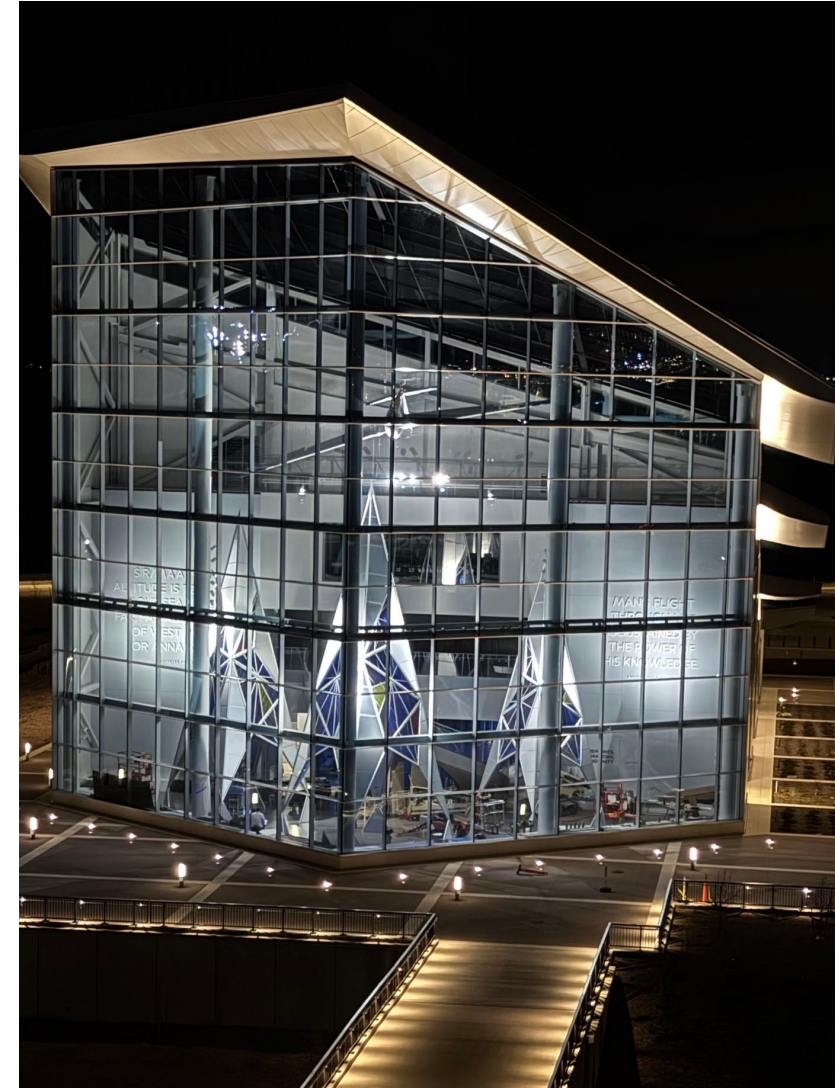
■ Reunion Weekends x 3

- 11-12 Sep (4 classes), 1-3 Oct (2 classes) & 16-17 Oct (3 classes)

■ New Visitor Center Opened 16 May 2026!

- First 3 Months of Operation: 80,000 guests!
- Donor Funds Paying for Mezzanine - Hope to Open 3 Theaters in Summer/Fall 2027

Hosmer Visitor Center



Warfighters - Leaders - Critical Thinkers

- **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**

