



Bringing Parents Together through Effective Communication

Mrs. Rose “Marie” Nikovits
USAFA Parent Liaison

- **Social media & email**
 - Hard to capture emotion. Just the facts.
- **Verbal communication**
 - Face to face communication
 - Phone calls/Video calls
- **Non-verbal communication**
 - Facial expressions, Body language & behavior
 - Emotional cues - watch the parents, especially Doolie parents
- **Comments? Questions?**

- **Know your audience**
 - Experienced USAFA parents
 - No military experience
 - Grads or military members
- **Active listening**
- **KISS!**
- **Use multiple channels of communication**
 - Club meetings
 - Emails
 - Social Media (Facebook, Instagram, etc)
- **Update with any new information from USAFA**
- **Comments? Questions?**

- **Physical**
 - Rural locations or outside Parent Club radius
 - International
- **Cultural barriers**
 - US Regional
 - International
- **Interpersonal (introvert vs extrovert)**
- **Perceptual – fear of the unknown (military)**
- **Comments? Questions?**

Facebook & Social Media as a Resource

- **USAFA Class Parents**
 - All parents are vetted
 - USAFA Parent Liaison and Webguy ARE members
- **Official Information or Rumor**
 - The USAFA Parent Liaison - official
 - Admin - official when stated information is from Marie
 - Parent saying “I heard that ...” - likely a rumor
- **Comments? Questions?**

Webguy: Communicating through Pictures

- **Webguy Pictures and Blog**
 - Webguy has a schedule to ensure all BCT squadrons and summer programs are covered
 - A window into what's happening at USAFA
- **Webguy's access is dictated by USAFA**
 - Some activities are restricted so no pictures
- **Before posting, pictures must be reviewed by USAFA**

<https://www.usafawebguy.com>



- Dissemination of information from USAFA
- Keeping parents involved with club
- Rumor control
 - Misunderstanding cadets
 - Cadets do not have all the information
- Comments? Questions?

Contacting New Parents for Membership

- Ensure club contact information is up to date on official USAFA Parent Page
 - <https://www.usafa.edu/parents/parent-clubs-spirit-committees/>
- Post contact information on Facebook for new parents
- Contact parents directly using roster

Most parents are looking for these groups as soon as their appointee has accepted their appointments.

Email Communications Dos and Don'ts

- Do email information from USAFA Parent Liaison as soon as you receive it
 - Exception: Privacy Release Roster or contact info
- Do email using “bcc” (blind carbon copy)
- Do check club email often
- Do ask parents to update contact information with the Parent Liaison
- Don't share email addresses without permission
- Don't share cadet addresses without cadet's permission
- Comments? Questions?

Where to Find Official USAFA Information

- **Emails from The USAFA Parent Liaison**
- **Parent Club President Facebook**
 - **Allows Club Presidents to share ideas and ask questions**
 - **<https://www.facebook.com/groups/ParentClubPresidentCommunity>**
- **USAFA Parent website**
 - **<https://www.usafa.edu/parents/>**
- **The USAFA Parent Liaison updates with important information**
 - **(719) 333-3828 Toll Free 877-268-3383**
 - **USAFA.parentLiaison@afacademy.af.edu**

Urgent Situation: Who to contact

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