



Bringing Parents Together
through Effective
Communication

Let's Communicate

- 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?

How to be Effective

- 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?

Barriers to Communication

- 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>



Public Relations

- 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
- 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

- USAFA Parent Liaison
- Command Post for weekend emergency contact
- AOC or AMT
 - Use best discretion before calling.
- Comments?

Ask the USAFA Parent Liaison

- Comments?
- Questions?