



UNITED STATES
**AIR FORCE
ACADEMY**

Strategic Communications

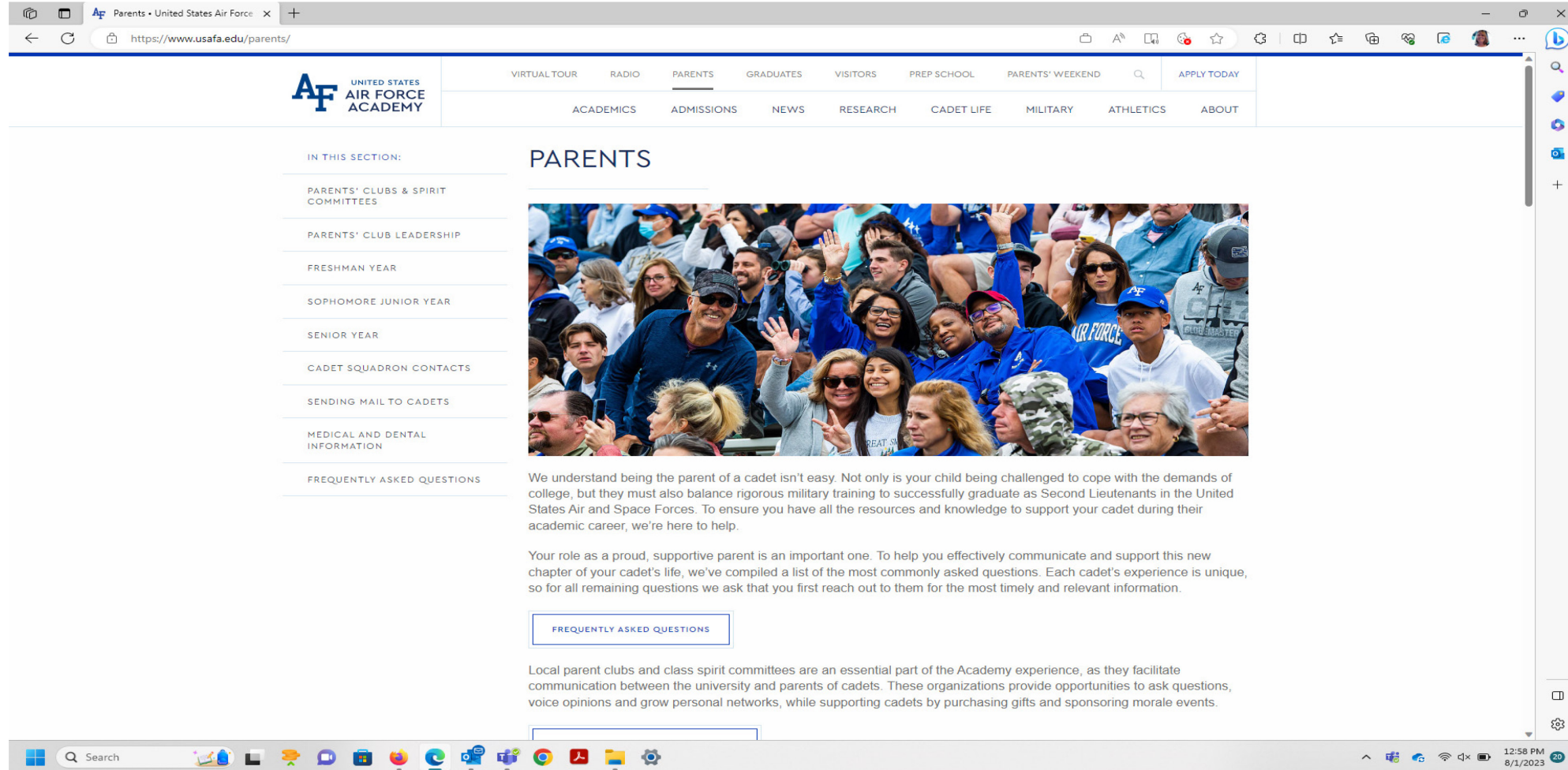
Mrs. Marie Nikovits & Mrs. Carrie Clancy
USAFA Parent Liaison Team
USAFA/CM
28 Aug 24

- **Helpful Websites for Parents' Club Presidents/Parents**
 - USAFA Parent webpage www.usafa.edu/parents/
 - USAFA Parents' Club Leadership webpage www.usafa.edu/parents/parents-club-leadership/
 - Parents' Club President FACEBOOK Community
<https://www.facebook.com/groups/ParentClubPresidentCommunity>

- **Our office is your belly button for information!**
- **As parents, you represent USAFA, too!**
 - We trust you to share accurate information
 - If unsure, contact the Parent Liaison Team

Parent Liaison Team

USAFA Parents' Webpage www.usafa.edu/parents



The screenshot displays the USAFA Parents' Webpage in a web browser. The browser's address bar shows the URL <https://www.usafa.edu/parents/>. The website's header features the USAFA logo (United States Air Force Academy) on the left and a navigation menu on the right with links: VIRTUAL TOUR, RADIO, PARENTS (highlighted), GRADUATES, VISITORS, PREP SCHOOL, PARENTS' WEEKEND, and APPLY TODAY. Below this, a secondary menu includes ACADEMICS, ADMISSIONS, NEWS, RESEARCH, CADET LIFE, MILITARY, ATHLETICS, and ABOUT.

On the left side of the page, under the heading "IN THIS SECTION:", there is a vertical list of links: PARENTS' CLUBS & SPIRIT COMMITTEES, PARENTS' CLUB LEADERSHIP, FRESHMAN YEAR, SOPHOMORE JUNIOR YEAR, SENIOR YEAR, CADET SQUADRON CONTACTS, SENDING MAIL TO CADETS, MEDICAL AND DENTAL INFORMATION, and FREQUENTLY ASKED QUESTIONS.

The main content area is titled "PARENTS" and features a large photograph of a diverse group of parents and cadets in blue USAFA attire, many with their hands raised in a celebratory gesture. Below the photo, the text reads: "We understand being the parent of a cadet isn't easy. Not only is your child being challenged to cope with the demands of college, but they must also balance rigorous military training to successfully graduate as Second Lieutenants in the United States Air and Space Forces. To ensure you have all the resources and knowledge to support your cadet during their academic career, we're here to help."

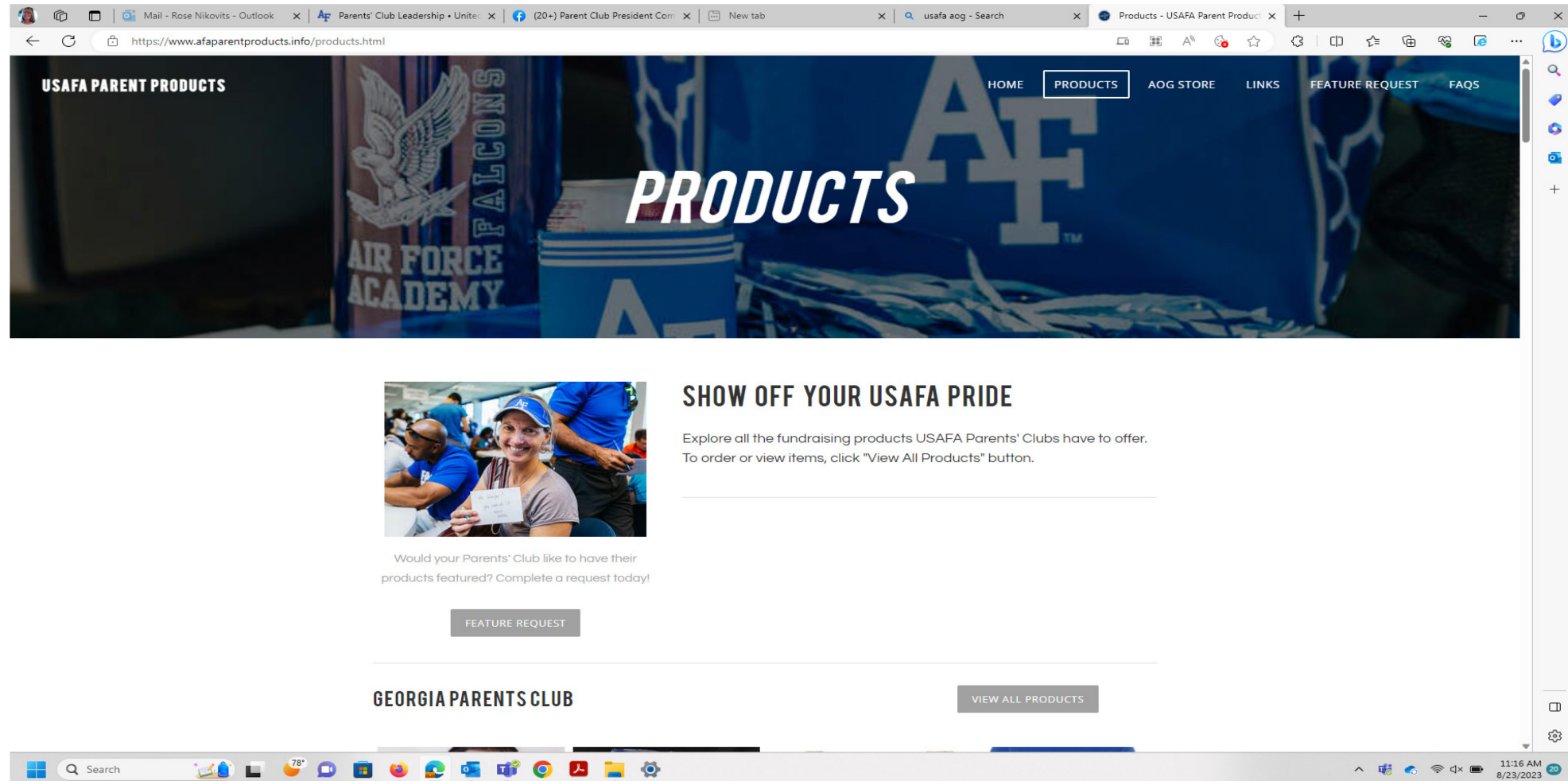
Below this paragraph, another text block states: "Your role as a proud, supportive parent is an important one. To help you effectively communicate and support this new chapter of your cadet's life, we've compiled a list of the most commonly asked questions. Each cadet's experience is unique, so for all remaining questions we ask that you first reach out to them for the most timely and relevant information."

A button labeled "FREQUENTLY ASKED QUESTIONS" is positioned below the text. At the bottom of the main content area, a paragraph explains: "Local parent clubs and class spirit committees are an essential part of the Academy experience, as they facilitate communication between the university and parents of cadets. These organizations provide opportunities to ask questions, voice opinions and grow personal networks, while supporting cadets by purchasing gifts and sponsoring morale events."

The browser's taskbar at the bottom shows various application icons, a search bar, and the system clock indicating 12:58 PM on 8/1/2023.

Parent Liaison Team

USAFA AOG Parents' Webpage [www.afaparentproducts.info/products.htm](https://www.afaparentproducts.info/products.html)



Official Academy Social Media



USAFA.Official



USAFA Official



AF_academy



AF_academy



AF_academy



U.S. Air Force Academy

Other social media sites

Parent sites (FB- private groups)

usafa_supt (insta)

usafacommandant (insta)

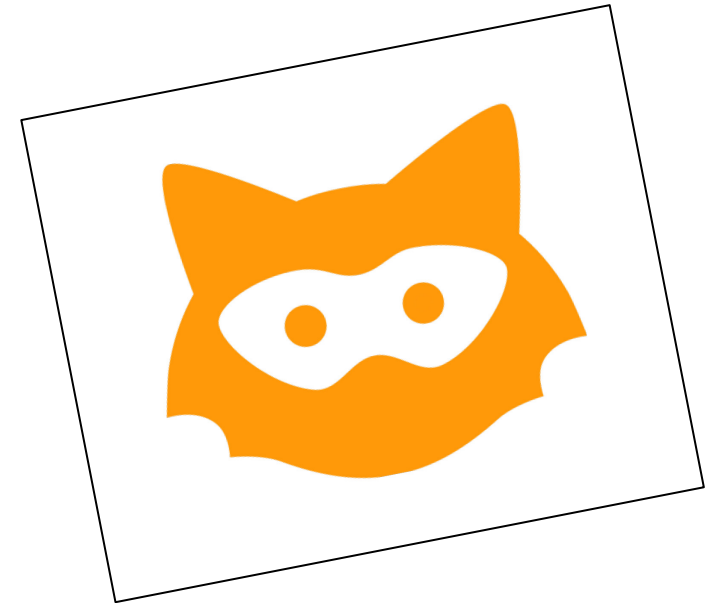
usafa_dean (insta)

AF_falcons (insta, twitter, FB)

AF_[sportsteam] (insta, twitter, FB)

Squadron Instagrams

Club accounts



Crisis Communication

DO

- Stay connected with Official USAFA social media platforms
 - We will keep Parents' Club Presidents updated as quickly as we legally can
- Parents should check in with their cadet
- Contact us with immediate questions

DON'T

- Spread rumors on social media
- Call AOC or Command Post to “see what’s going on”
- Use club platforms to spread anything that isn’t official or factual info
- Speculate or form negative opinions

Questions?



