

# **AF**

USAFA Strategic Communications (USAFA CM) rie Nikovits & Carrie Clancy

# AIR FORCE Marie Nikovits & Carrie Clancy ACADEMY Parent Liaison Team

Developing Leaders of Character

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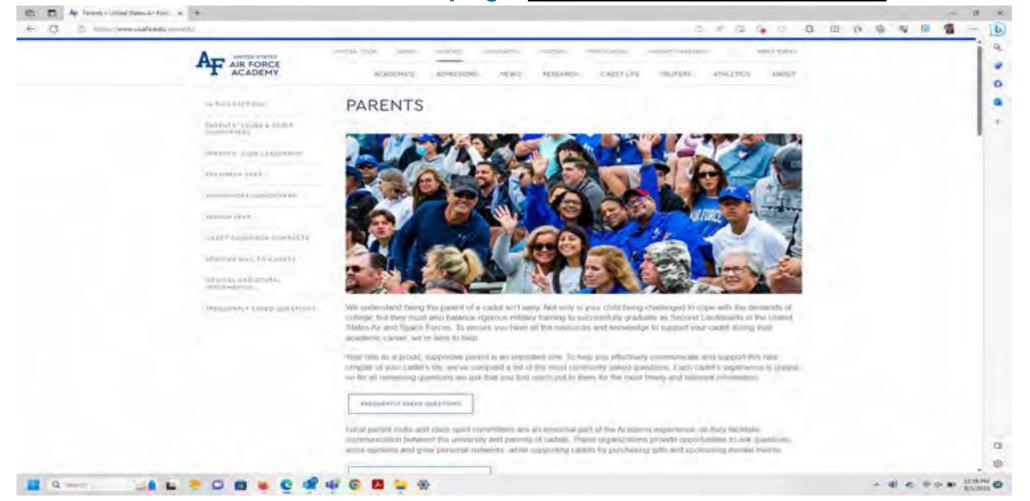


Helpful Websites for Parents' Club Presidents/Parents

- USAFA Parent Webpage <u>www.usafa.edu/parents</u>
- USAFA Parents' Club Leadership Webpage
  - https://www.usafa.edu/Parents
- Parents' Club President FACEBOOK Community
  - https://www.facebook.com/groups/ParentClubPresidentCommunity
- We are your belly button for info!
- As parents, you represent USAFA, too!
  - We trust you to share accurate information
  - If unsure, contact the Parent Liaison Team



#### USAFA Parents' Webpage www.usafa.edu/parents



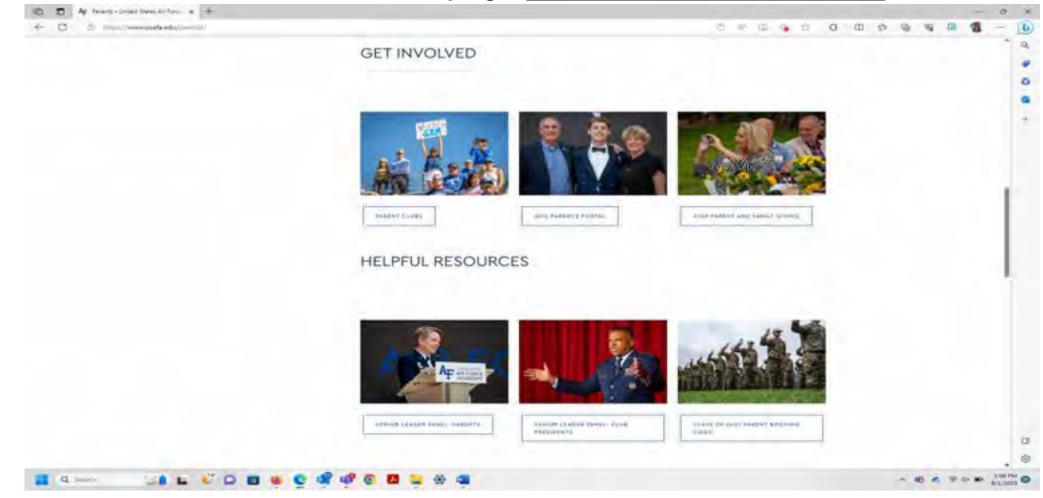


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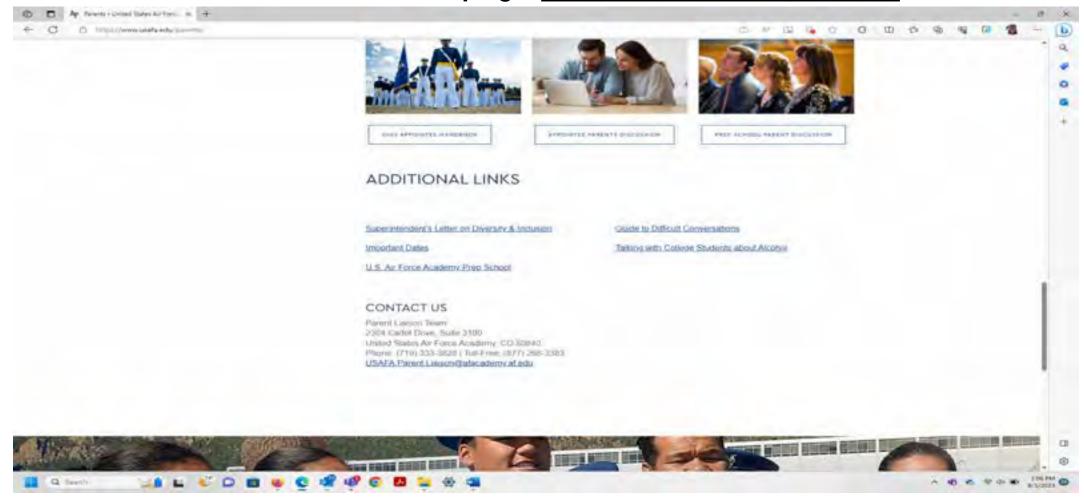


#### USAFA Parents' Webpage <a href="https://www.usafa.edu/parents">www.usafa.edu/parents</a>



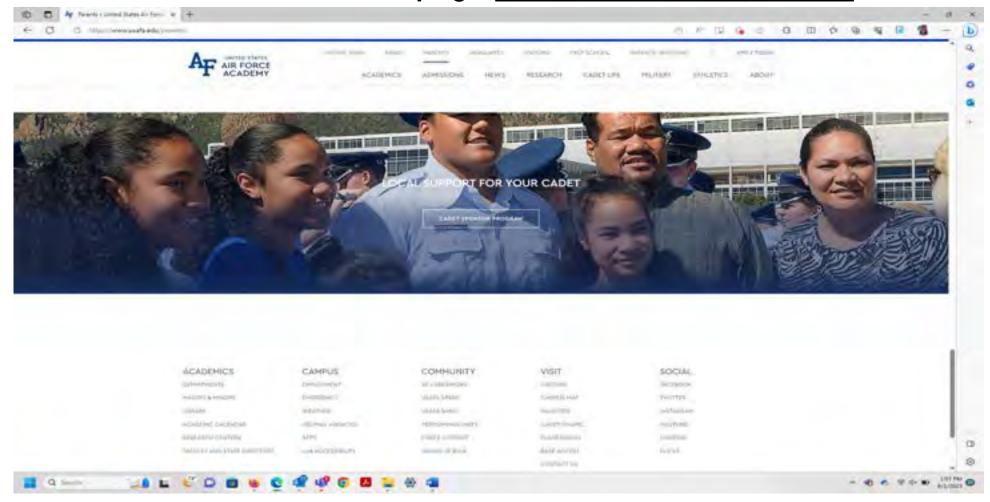


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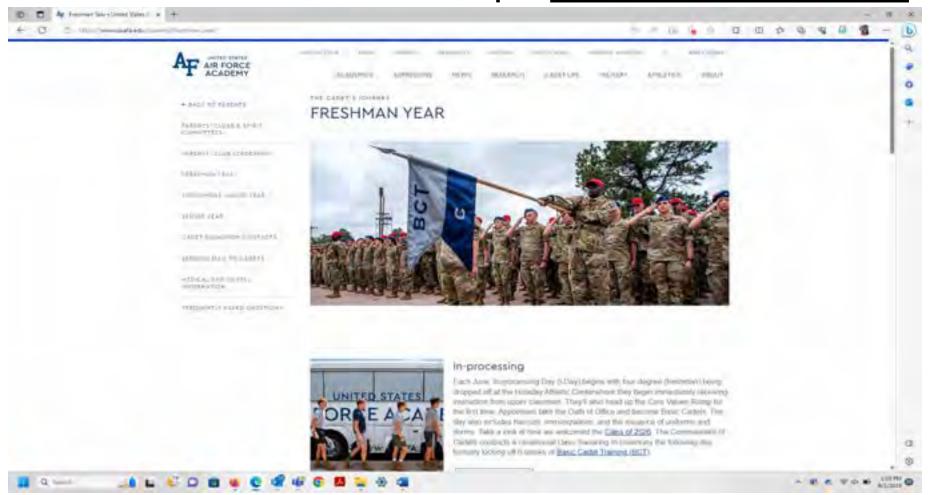


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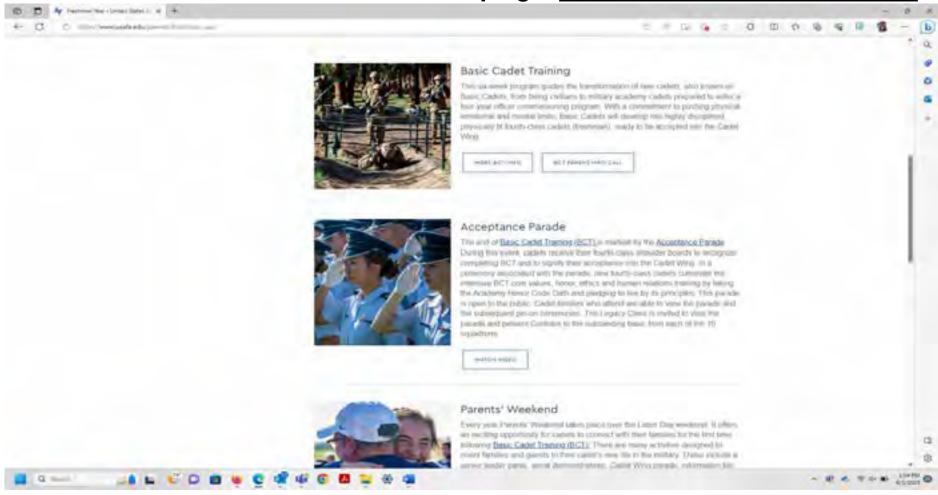


#### USAFA Parents' Class Year example www.usafa.edu/parents



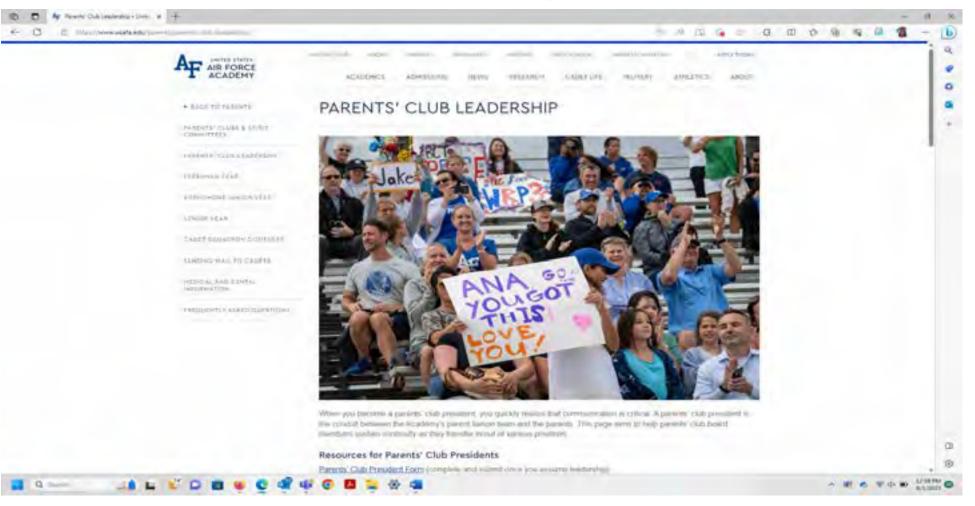


#### USAFA Parents' Class Year Webpage www.usafa.edu/parents





#### USAFA Parents' Club Leadership Webpage https://www.usafa.edu/Parents





#### USAFA Parents' Club Leadership Webpage <u>https://www.usafa.edu/Parents</u>

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	U.S. Air Force Academy, Air Force Logo Approval, and Fundraising Information Parente Clubs must oblain approval to utilize trademarked logos on any items they sell for the purposes of fundra when representang the U.S. Air Force Academy all official functions. To obtain approval, please contact the despect below and include a detailed explanation of how the logo will be used.								
	USAFA Brand Guide: www.ilsafa.edu/brand!								
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	Virtual Training								. 1
	April 2021 - Enicon Scholars Presentation by Gen insti Steve Lorenz Novimition 2022 - Understanding the Prep School Process for PCPs by Parent Ambassador Melissa Jankowski September 2022 - Open Discussion on Best Practices by Parent Ambassador Yvette Lovid (video) September 2022 - Open Discussion on Best Practices by Parent Ambassador Yvette Lovid (video) May 2022 - Virtual Seminar on 501/c13 by Parent Ambassador Scott Damon April 2022 - Guid no Parents through the USAFA Experience by Parent Ambassador, (and drad) Deb Daxes March 2022 - Cab Sustemability and Transitions Jby Parent Ambassadors, Tamme Guest and Sue Walker March 2022 - Earths FAQ on Ethics PDE								
	Parents' Club President Conferences								
	Each year the Academy footis a conference for parents, club presidents ratif before Parents', Weekend. A receptor normally hold at the Superinfondent's home the Wednesday before Parents' Weekend and the conference is Wed and Thursday. On the Friday of Parents' Weekend, there is an information fac at Arnold Hall at which some parent have a lable to sell approved products. As soon as the parent lasison learn gets the information required for setting they will send out the required information to the parents' clubs to submit for resonation.	mesday hi clubs	a,						
	A second confetance is held in this spring for new triadership of parents' clubs.								
	2023 Parents' Club New Presidents Training Conference Media (Spring)								
	EINAL Agenda Sunga 2023 PDP. Conference 3-Mar 23								
	DAY 1: March 13, 2023								
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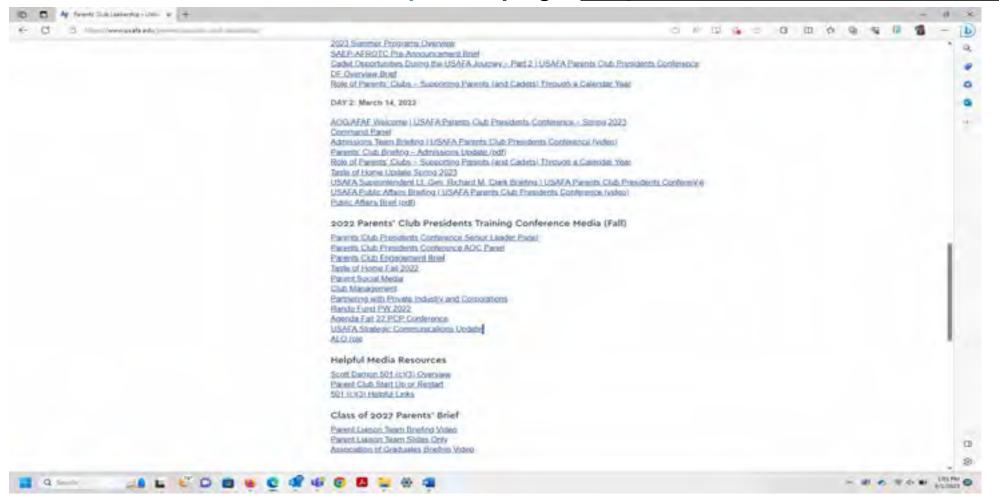


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	(3AY 2: March 14, 2023							
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	Helpful Media Resources							
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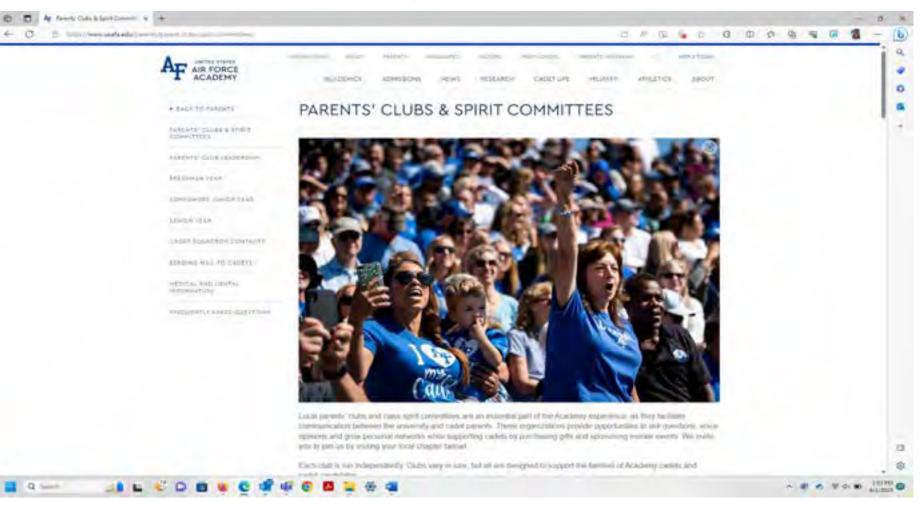


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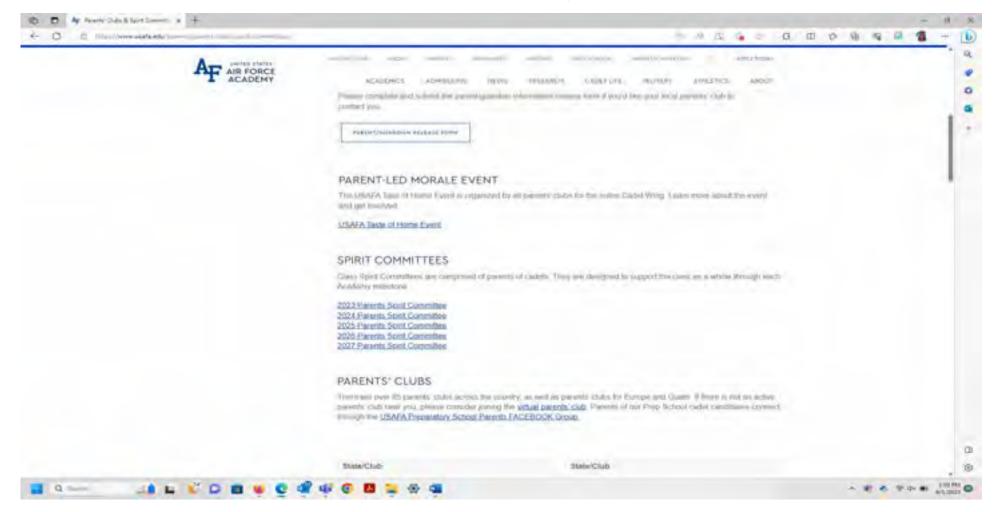


#### USAFA Parents' Club Links Webpage https://www.usafa.edu/Parents



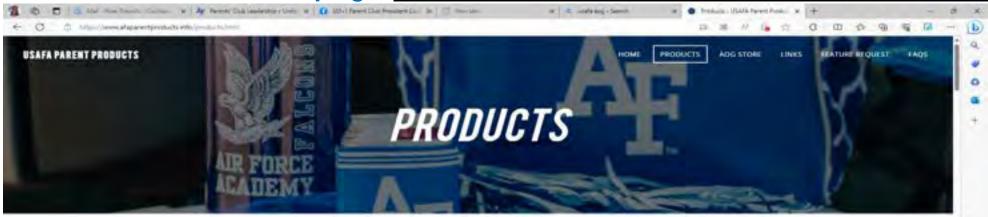


#### USAFA Parents' Club Leadership Webpage https://www.usafa.edu/Parents





#### USAFA AOG Parents' Webpage www.afaparentproducts.info/products.htm







## **Official Academy Social Media**



USAFA.Official



USAFA Official



AF\_academy



AF\_academy



AF\_academy



U.S. Air Force Academy



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

### DON'T

- 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

- 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



## Q&A Time!

## Questions?





## UNITED STATES AIR FORCE ACADEMY