



UNITED STATES  
AIR FORCE  
ACADEMY

# USAFA Strategic Communications

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USAFA/CM  
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# Strategic Communications (USAFA/CM) Mission

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- Communicate timely, accurate, and useful information about Air Force Academy activities to DoD, domestic and international audiences and ...
  - Provide trusted counsel to leaders
  - Build, maintain, and strengthen Cadet, Airmen and Guardian morale and readiness
  - Enhance public trust and support

- **Three Divisions + the USAFA Band**
  - Outreach
  - Marketing
  - Public Affairs Operations
- **Outreach Division Audiences = Parents, Alumni, Congress & Local/State Government, Industry, Higher Ed, USAFA Visitors, USAFA Foundations**
  - Only one vacancy left to fill---in final negotiations
  - Visitor Center Manager (Pat Bennett) is onboard (1 July)!
  - Casual 2Lt (Luke King) is with us for approx. 1-year
  - Awesome team of professionals!

## ■ Football Season

- 31 Aug - December (Hopefully!)
- New Superintendent's Suite; New East Side of Falcon Stadium
- Home game vs. Navy - 5 October

## ■ Reunion Weekends x 2 (ish)

- 4-5 Oct (3 classes) & 18-19 Oct (4 classes)

## ■ Cyber Innovation Center Opening

## ■ Hotel Polaris Coming Soon

## ■ New Visitor Center Interior Construction Has Begun!

- **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**

