

USAFA Strategic Communications

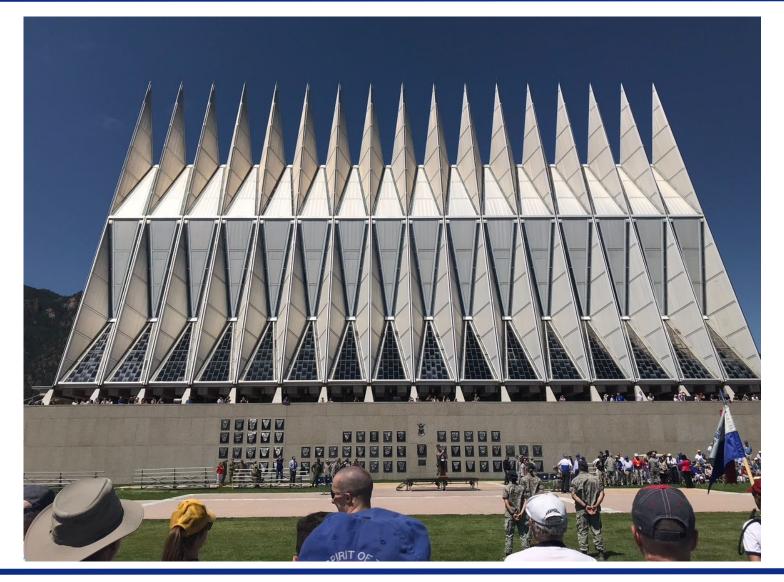
Mr. Mike Peterson USAFA/CM 27 Aug 25



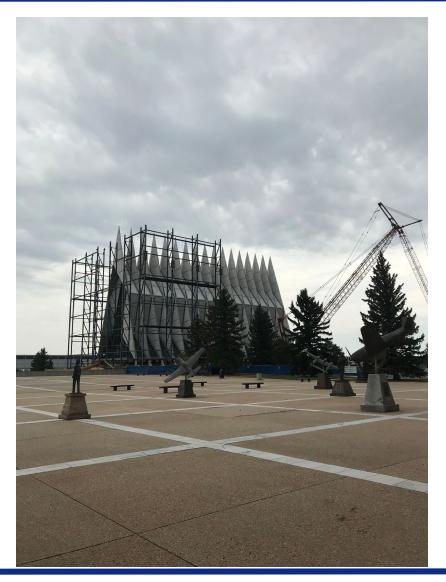
Strategic Communications

- Three Divisions (minus the Band)
 - Outreach
 - Marketing
 - Public Affairs Operations
- Outreach Division Audiences = Parents, Alumni, Congress & Local/State
 Government, Industry, Higher Ed, USAFA Visitors, USAFA Foundations, Local
 Community
 - We've lost 1/3 of our Outreach Team (and a 1/3 of USAFA/CM) in 2025
 - More cuts supposedly coming
 - We still have a core group of awesome professionals!





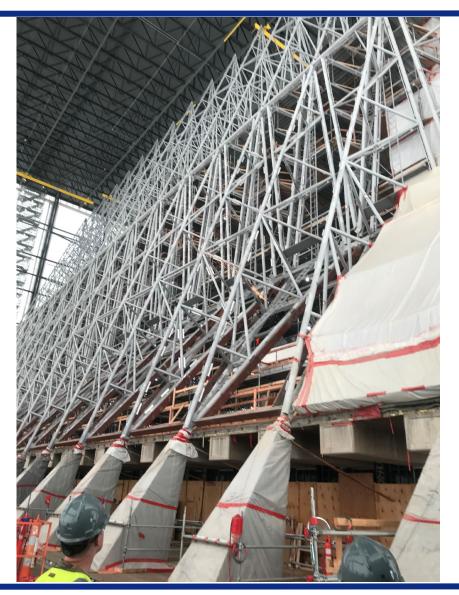














Madera Cyber Innovation Center



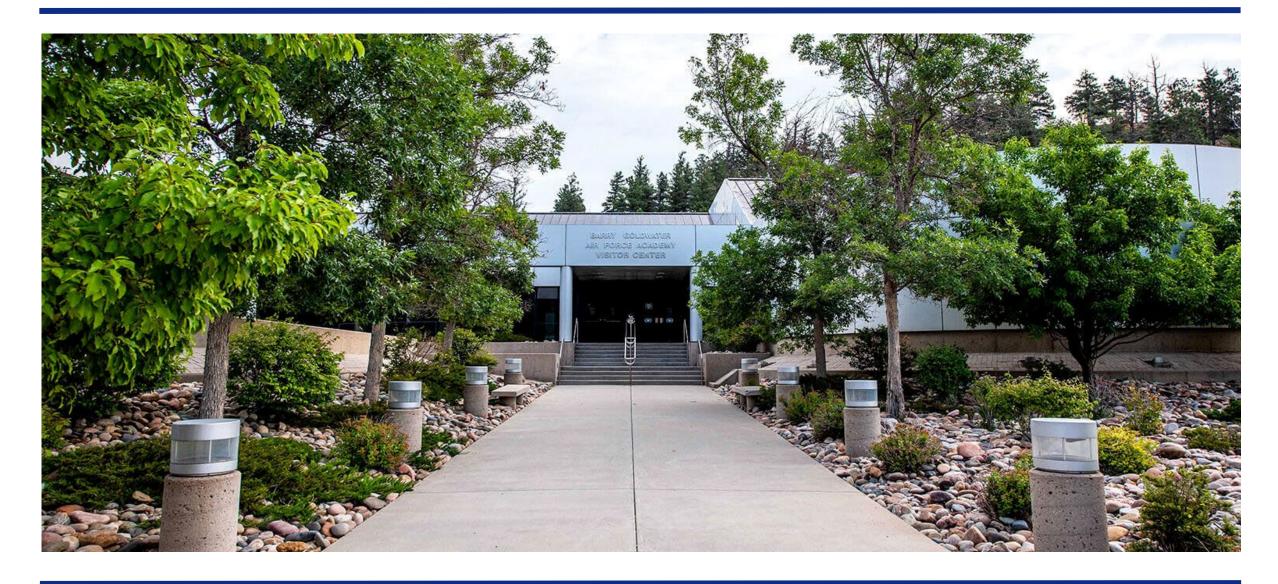


Hotel Polaris





Goldwater Visitor Center





Hosmer Visitor Center





Hosmer VC Site Construction Photos



Visitors Center Construction – North side of Building Looking South



Visitors Center Construction – South side of Building Looking North





Hosmer Visitor Center



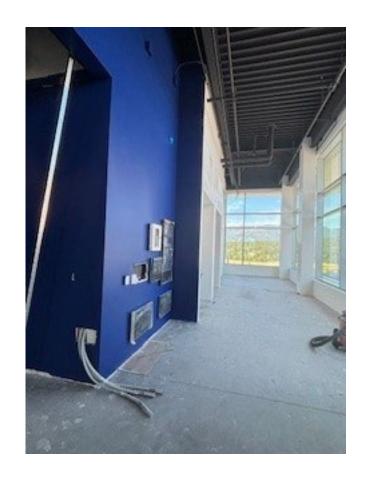


Brad & Zita Hosmer





Update - Construction Continues





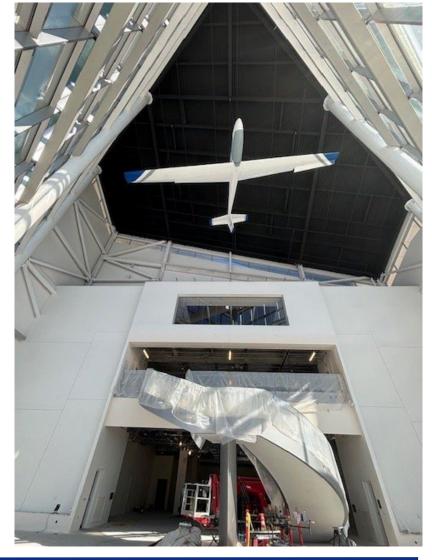






Update- Glider









- Football Season
 - 30 Aug December (Hopefully a Bowl Game!)
 - New Superintendent's Suite; New East Side of Falcon Stadium
 - Home Game vs. Army 1 November
- Reunion Weekends x 2 (ish)
 - 19-20 Sep (4 classes) & 26-27 Sep (4 classes)
- New Visitor Center Interior Construction in Full Swing---Opening May 2026!



How You Can Help Us

- 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

AIR FORCE ACADEMY