



UNITED STATES
AIR FORCE
ACADEMY

USAFA Strategic Communications

Mr. Mike Peterson
USAFA/CM
27 Aug 25

- **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





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







Update - Construction Continues





■ 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!

- **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**

