



UNITED STATES
AIR FORCE
ACADEMY

USAFA Strategic Communications

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Chief, Outreach Division
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Strategic Communications (USAFA/CM) Mission

- 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**
 - Filling Vacancies as fast as possible
 - Carrie Clancy now full-time on the Parent Liaison Team
 - Graduate Liaison Hire Next!

■ Football Season

- September - December
- Army game at Empower Field at Mile High, November 4th
- At Navy, October 21st

■ Reunion Weekends x 3 (ish)

- September - October

■ Holiday Holly & Ivy Concert

- USAFA Band at Pikes Peak Center, free to the public
- December 12-13

How You Can Help Us

- **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



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