



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS UNITED STATES AIR FORCE ACADEMY

1 OCT 24

MEMORANDUM FOR USAFA ALL

SUBJECT: Commander's Intent – USAFA Representation in Communications

1. As a public institution responsible for developing leaders of character and quality, how we represent ourselves is critically important to upholding Service core values and the expectations America has for military service academies. A myriad of demographics, viewpoints, and belief systems make up this great nation and are reflected at our Academy.
2. Our communications within USAFA and beyond the institution should maintain professionalism and integrity and be consistent with the values and high standards of this institution. We will comply with Department of Defense policies, to include prohibitions against unlawful discrimination and official endorsements or disapproval of any faith, belief, or absence of belief.
3. Each of us contributes to USAFA culture, and what we see and hear at USAFA should exemplify a culture of inclusion, dignity, and respect. All institutional, organizational, and club materials will reflect these standards across digital and physical media and graphic and written content.
4. I expect each of you to help maintain this standard to ensure that how we represent our Academy demonstrates our respect for our teammates and our mission.

A handwritten signature in black ink, appearing to read "Tony D. Bauernfeind", is positioned above the printed name.

TONY D. BAUERNFEIND
Lieutenant General, USAF
Superintendent