NCSA Activity Director Communications Expectations Guidance

National, Region and Wing Communication Best Practices

It's important to regularly communicate with stakeholders related to your activity. CAP/CPA, CAP/CPF and our NCSA Coordinator volunteer team are your primary contacts and resources for your activity. Each activity will also have CAP-USAF support from your direct geographic area. Activity Directors and Staff should not contact the National Commander directly for day-to-day activity needs.

Strive to provide courtesy communication with the Region or Wing Commander in the location where your activity takes place. This helps those leaders have visibility into what's working well and where they can support your activity as well.

Activity Directors will have to manage relationships with unit, group and wing staff members for support and logistics needs specific to your activity. Consider a short update at the beginning of each month to the relevant leader to keep them in the loop.

Welcome Letter Universal Template

A detailed Welcome Letter to slotted participants and parents is required and helps everyone be best prepared. A Welcome Letter Universal Template has been developed to help all activities meet minimum detailed sections. A digital download version is posted on the Activity Director Resources Page.

Your activity may have other specific information related to its location or nature of the activity. Please include that when you create your specific Welcome Letter, but all required sections from the Universal Template must be included and clearly detailed.

Welcome Letters are due no later than Feb 1 for Cadet Programs review and feedback.

Regular Communications with Activity Participants

Cadets and parents want regular communication from activity staff after slotting has occurred. All activities should email participants and parents at least once per month leading up to the activity start date. Activities that begin earlier in the summer season may send more frequent email announcements in order to communicate required elements.

Required Communications

- **Welcome Letter and First Steps:** This is your first email communication and should be sent NLT March 5 for Summer activities and NLT Oct 24 for Winter activities. This email should include at minimum the Welcome Letter and Packing List
- **30 days out:** Reminder to review and complete all Attendance Prerequisites including reviewing and updating CAP Health so that all information is considered up to date prior to arrival.
- **7 days out:** Reminder for travel arrival expectations to include contact information for activity staff that are handling airport/bus station/train station pickup. Remind parents that their cadets will be focused on the activity and not regularly available. Remind parents that cadets will not have access to social media, email or text messages, but will be instructed to check in with parents to confirm safe arrival and again upon departure from the activity to report safe arrival at departure location (airport/bus station/train station)

Suggested Communications

To achieve a monthly touchpoint, consider the following short message topics to cadets and parents:

- If you are conducting a Pre-Activity Webinar, invitations and that event itself is considered a monthly touch point
- Reminders on any suggested or required pre-work deadlines
- Reminders on key packing list items – either atypical items OR items that are frequently forgotten
- Payment Reminder
- Travel Arrangements Reminder

Always end your message with the option to reach out to the activity staff if there are any questions. These short messages create stable communication and provide a prompt for cadets and parents to ask questions on a regular basis.

Sample message schedule for ABC Activity, July 10-17, 2026

- March 5: Welcome Letter Email
- March 13: Slotting Acceptance Reminder
- April 6: Tuition payment reminder
- May 1: Travel arrangements reminder
- June 10: Check Attendance Prerequisites. Update CAP Health. Packing List Reminder
- July 1: Arrival Instructions Reminder Email