

UAS Creative Agency (CA) is a marketing team within the Enrollment Management and Student Affairs division.

Creative Agency is responsible for:

- The UAS website and subsite development and maintenance, serving enrollment and university functionality.
 - Chairing the Website Strategy Committee
 - Training and assisting CMS (content management system) departmental staff
 - Social media official account management and campaign implementation
 - Marketing campaign creation and implementation
 - Print design and management for enrollment and university functionality
 - Brand management
 - UAS photo collection (contact CA for photo requests)
-

Website

CA develops and manages the UAS website. The website's primary focus is admissions, followed by institutional support. It serves all of UAS and Juneau, Ketchikan, and Sitka campuses. Major decisions are overseen by the Website Strategy Committee, with representatives from all three campuses, Faculty Senate, Staff Council, and Enrollment Management. Each department has CMS staff who have been granted website access; contact your department administrative assistant for more information.

Relevant web pages for faculty content submission and review:

- [Area of Study \(Degree\) Page](#) Marketing admissions pages controlled by CA. We are always looking for new photos and stories. Linked Program Sheets (PDF files) are used by recruiters to show sample courses; maintained by [Eric Lingle](#).
- [Department Page](#) (Arts and Sciences) Each of the four departments has a customizable page, controlled by CMS staff.
- [Inside the Degree Page](#) (Math example) Optional pages maintained by interested faculty. Content is relevant for current students, usually more detailed than the Area of Study page (Both pages link to each other). Great for a blog, handbook, clubs, and other information.

Video and Photography

UAS does not have a staff photographer or videographer at this time. CA has developed a cooperative model of working with faculty and staff to create promotional content for web and social media.

Learning Experiences at UAS: Tell Us Your Story

We need your help! Prospective students want to see what the student learning experience is like, inside and outside the classroom.

Story Ideas and Images: Send CA your program updates, research, projects and field studies, internship or employment success stories, etc. Email [Katy Jordan](#) or text CA at (907) 957-1033. Include your name, class name, and information about the image content.

Permissions: When taking photos or video of students, inform them that the images may appear on the website or social media for the university. Allow them to opt out. If the image is selected for print materials or a marketing campaign, CA will need a signed [Model Release](#).

Events, signings, and other press-related events

Delegate someone to take phone photos (including group shots) at the event. Send photos and caption information to [Keni Campbell](#) and [Katy Jordan](#) for press release and social media posting. For information about streaming your event online, please contact UAS Media Services.

In-House Video and Photography

CA does not provide long-form video editing services at this time. CA occasionally contracts with professional photographers and videographers for admissions and recruiting projects featuring student life, housing, and large student events.

- Consult with [Katy Jordan](#) for social media content creation guidance and resources.
- CA offers a kit for use with a cell phone, consisting of a tripod, light ring, and suggested editing software.

Budget and Scheduling

Budget: CA manages an advertising budget for general university marketing campaigns, spent at our discretion. Marketing campaigns initiated by departments or schools will need to provide a budget. CA manages many projects across the entire university; if we are unable to accommodate a project due to scheduling or other considerations, we may recommend external resources and vendors. **Year-End Funds:** CA cannot guarantee paid social and digital marketing campaigns can be charged to your budget within a specific fiscal year.

Scheduling: Please allow enough time to consult, estimate, contract, write and design, and print or launch your project or campaign.

Sample timelines:

- Social media campaign: 1-2 weeks until launch
- Printed mailer: 3-4 weeks, including printing
- Website edits: 1-7 days
- Radio spot: 2 weeks

Digital Legacy Projects

CA is not staffed or equipped to maintain, update to new technologies, transfer, archive, provide extensive technical support, or host digital projects for any school, faculty, or department. Consult with CA to receive a referral to other resources.

Consulting Services

CA provides website, print, and social media consultation for your marketing projects, including content planning, design, scheduling, estimates, and vendor and outsourcing recommendations.

Online resources:

- [Marketing and Branding](#), including official logo files
 - [UAS Social Media Manual](#) for policies and best practices
 - [UAS Writing Style Guide](#) standardize copywriting to fit UAS guidelines
-

Creative Agency

Alison Krein, Creative Manager

ackrein@alaska.edu

Katy Jordan, Social Media and Marketing Strategy Coordinator

kcjordan@alaska.edu

Colin Osterhout, Website Coordinator

ctosterhout@alaska.edu

Jennifer Gross, Website Developer

jgross19@alaska.edu

Comments and corrections for website:

uas.webmaster@alaska.edu