Admissions has communication plans that send out email communications to prospective students using EMAS software. The plans provide relevant information to the students based on where they are in their college search; for example, juniors in high school in the lower 48 get different information than a UA Scholar. The plans adjust based on actions the students take and ensures that UAF is consistently communicating with the prospective student.

Admissions would like to facilitate schools and colleges sending emails directly to students interested in their programs. Here is the process to follow:

- School or college emails Amy Bristor (Assistant Director of Admissions, albristor@alaska.edu) or Mary Kreta (Director of Admissions, mmkreta@alaska.edu) to request the email.
- School or college submits population (who you want to send it to) to Admissions, who can assist in determining the population based on goals for the email.
- Admissions and school or college create timeline.
- School of college provides content to Admissions.
- Admissions places content into template and submits to school and college for approval.
- School or college reviews and approves email. Note: this is the only opportunity to make changes to the email before it is sent.
- Admissions makes any updates and sends email.

If you have any questions, please contact Amy Bristor or Mary Kreta.