



Overall Alert System Design Principles:

- **Multiple Technologies**
Achieve “good enough” with as many technologies as possible

Integrated Operation

Sending a message should be streamlined. Single “Console” or “switch” to generate a message through as many communication media as possible.

Mainstream Application

Position alert strategies a part of the campus culture. Create tools that will be used (and tested) every day.

Pilot Project Characteristics:

- Primarily targeting cell phone text messaging
- “Opt In” system
- Support for:
 - Course Website Changes
 - “Announcements”
 - Safety / Closure Alerts
 - “Custom” alerts
- Specific to each campus site (Juneau, Ketchikan, Sitka)
- Any UA student or employee may subscribe to this service using their local campus username and password.

Current Status

- System is fully operational
- Developed over the summer in-house using existing resources
- Announced to leadership in October, marketing campaign started in November.
- Current marketing campaign targeting “snow closures”

Next Steps

- Complete current marketing campaign and staff training
- Evaluate results and feedback from pilot
- Assess scalability to other MAUs
- Phase II: “Instant alerts” within MyUA and the main UAS web site
- Phase III: desktop alerts for all UAS managed PCs, broadcast to campus “reader board” screens.

For more information:

<http://uas.alaska.edu/helpdesk/alerts>

http://uas.alaska.edu/helpdesk/show_me/text_messaging

Text Messaging Options

Your settings have been saved.

Text messages will be sent to 9073212883 via ACS Alaska

What types of messages do you want to receive?

Campus Safety / Closure Alerts: Juneau Ketchikan Sitka

Campus Announcements: Juneau Ketchikan Sitka

UAS Online Changes: Class Grades
 Class Announcements
 Class Assignments

Helpful Guides to UAS Online:

- [ePortfolio Guide](#)
- [UAS Online Student Help](#)
- [UAS Online Instructor Tools Guide](#)
- [Technology Training Schedule](#)



Do you have a UAS Online suggestion or question?
[Post it now](#) in the TLTR community support page.

Want to keep up on the latest changes to UAS Online?
Subscribe to the TLTR [UAS Online Weblog](#).

For the daily status of UAS technology, subscribe to the [Helpdesk Status Report weblog](#).

[University of Alaska: Acceptable Use of Online Resources](#)

UNIVERSITY OF ALASKA SOUTHEAST

Cell Phone Message Service

CLOSURE ALERTS | SAFETY NOTICES | CLASS INFO | ANNOUNCEMENTS

SNOW!

Wondering if classes are cancelled?

UAS can now send text message alerts to your cell phone.

sign up: www.uas.alaska.edu/helpdesk/alerts

UAS UNIVERSITY OF ALASKA SOUTHEAST

The advertisement features a dark background with a white and light blue text area. At the top left, there is a graphic of a mobile phone with the word 'Texting' written on it. The main text is centered and uses a mix of bold, sans-serif fonts and italics. The UAS logo is at the bottom center.