

Examples: CRAFT in Practice

IT: Campus Multi-Factor Authentication Rollout

- C — Context:** Mid-sized public university implementing MFA for employees May '26.
- R — Role:** IT service manager experienced in change communication.
- A — Action:** Draft an email explaining why MFA is required and steps to enroll.
- F — Format:** Email with 3 bullets for actions and a help link section.
- T — Tone:** Clear, reassuring, non-technical.

Advising: Academic Probation Update

- C — Context:** New probation thresholds for next term; students confused by criteria.
- R — Role:** Student success advisor.
- A — Action:** Create a short advising script and FAQ.
- F — Format:** Bullet script plus 5-question FAQ.
- T — Tone:** Empathetic, plain language.

Registrar: Attendance Policy Change

- C — Context:** New attendance tracking policy tied to early alerts.
- R — Role:** Registrar familiar with faculty workflows.
- A — Action:** Draft faculty announcement and steps for compliance.
- F — Format:** Email plus 3-step checklist.
- T — Tone:** Respectful, clear about requirements.

Accessibility: Course Content Compliance

- C — Context:** Deadline to meet ADA digital content standards this semester.
- R — Role:** Accessibility services lead.
- A — Action:** Create a checklist for instructors to audit courses.
- F — Format:** Checklist with links to tools and contacts.
- T — Tone:** Supportive, solutions-focused.

Quick Adoption Tips for Staff

- Start with Context and Action; add Role, Format, and Tone to refine.
- Reuse strong prompts as templates across units.
- Iterate one letter at a time when results miss the mark.
- Treat outputs as drafts; edit for accuracy, policy alignment, and audience fit.