

CRAFT For Higher Education Professionals

C — Context (Set the institutional scene)

- Name your institution type and scale
- Identify the unit (IT, advising, registrar, HR, CTL, library, accessibility)
- State the policy, problem, or initiative clearly
- Include audience and constraints (timeline, compliance, resources)
- Examples:
 - “We are a multi-campus community college implementing a new LMS in fall.”
 - “In Financial Aid, FAFSA delays are increasing student inquiries by 40%.”
 - Our Accessibility Office must meet updated ADA digital standards May ’26.

R — Role (Choose the right campus perspective)

- Assign AI a role aligned to your function and stakeholders
- Match the role to credibility with your audience
- Use roles that understand higher ed culture and governance
- Examples:
 - “Act as a registrar experienced with FERPA and faculty workflows.”
 - “Act as an IT service manager focused on clear, non-technical communication.”
 - “Act as a student success advisor balancing policy and empathy.”

A — Action (Specify the task with precision)

- Use concrete verbs and define the deliverable
- Include required content (what must be explained, decided, or produced)
- Add steps if the task involves process or rollout
- Examples:
 - “Draft a campus-wide announcement explaining MFA rollout, why it matters, and what users must do.”
 - “Create a step-by-step onboarding checklist for new adjuncts using the LMS.”
 - “Draft a short script for advisors explaining probation policy changes to students.”

F — Format (Make it usable immediately)

- Choose a structure that fits your workflow (email, checklist, slide, SOP, table)
- Set length and sections to avoid over- or under-production
- Align with how your audience consumes information
- Examples:
 - “Email with a subject line, 3 short paragraphs, 3 bullet points of required actions.”
 - “Slide-ready bullets (max 6 per slide) for a staff meeting.”

- “Table with columns: Issue, Impact, Action, Owner, Timeline.”

T — Tone (Align with campus culture)

- Match tone to audience (faculty, staff, students, leadership)
- Balance clarity with respect for shared governance and workload
- Emphasize support, transparency, and student success
- Examples:
 - Faculty: “Collegial, transparent, acknowledges workload and autonomy.”
 - Staff: “Clear, action-oriented, appreciative of operational realities.”
 - Students: “Supportive, plain language, reduces anxiety and confusion.”
 - Leadership briefs: “Concise, data-informed, decision-focused.”