



The key to a successful branding campaign is consistency. Below are some suggested scripts for you to use that will help us consistently use the new name. If you have any questions please call 455.2833.

## SAMPLE TELEPHONE SCRIPT 1:

*“Hello, you have reached (your name), (your title) for the UAF Community and Technical College (your program or department name). I can’t take your call right now, but if you leave your name, number and a detailed message I will get back with you as soon as I can. Thank you.”*

Example:

*“Hello, you have reached Jane Doe, Administrative Assistant for the UAF Community and Technical College ABC Program. I can’t take your call right now, but if you leave your name, number and a detailed message I will get back with you as soon as I can. Thank you.”*

## SAMPLE TELEPHONE SCRIPT 2:

*“Hello, you have reached the (your program or department name) at the UAF Community and Technical College. No one is available to take your call right now. Please leave your name, number and a detailed message and someone will get back with you as soon as possible. If you need immediate assistance, please call 455-2800. Thank you for calling and have a great day.”*

Example:

*“Hello, you have reached the ABC Program at the UAF Community and Technical College. No one is available to take your call right now. Please leave your name, number and a detailed message and someone will get back with you as soon as possible. If you need immediate assistance, please call 455-2800. Thank you for calling and have a great day.”*

## EMAIL SIGNATURE

First and Last Name  
Title  
Program  
UAF Community & Technical College  
Address  
P: 907.455.XXXX  
F: 907.455.XXXX  
Email:  
[www.ctc.uaf.edu](http://www.ctc.uaf.edu)