

# UAS Ketchikan Cup O' News

Drink in all  
the current  
happenings  
on campus!



## JANUARY 2018

*We would love to share your news! Contact Marianne Ledford 228-4555 or [mledford2@alaska.edu](mailto:mledford2@alaska.edu)*

### UAS KETCHIKAN FACULTY & STAFF DAY

Tuesday, January 9, is the Spring Faculty & Staff Development Day. All employees will meet for campus updates and training. Faculty will have an all faculty meeting in the afternoon. This year's theme is communication.

Lunch is being donated by Kayhi's Culinary teacher Doug Edwards & his culinary students. Thank you, Doug!

### ASK UAS: WHERE KETCHIKAN FINDS ANSWERS



### **How The Banking System Creates Money: Everything You Ever Wanted to Know!**

Presented by Ann Spehar  
Thursday, January 18 at 6:30 pm  
UAS Ketchikan Campus Library

For information, call 228-4567  
Ask UAS events are free and open to the public

## FALL 2017 MARITIME & MULTISKILLED WORKER PROGRAM



The Fall 2017 Maritime & Multi-skilled Worker students celebrated the completion of their 12 weeks of training with a ceremony on December 8 at the Ketchikan Regional Maritime & Career Center. Each graduate receives university credits and is eligible for the U.S. Coast Guard Qualified Member of the Engine Department (QMED) certification after they complete their required sea time.

*L-R: Stefan Martusheff, Thomas Flora, Alex Hendrick, Demetrius Winter, Damian Isaacs, Jarrett Pittman, Christopher Martin*

## DEPARTMENT OF THE MONTH: MARKETING

Marketing is so much more than just running ads in the newspaper anymore. With widespread social media outlets, attention spans getting shorter and user-driven content becoming the norm, finding effective ways to market our courses is, let's say, complicated.

Marianne Ledford is our "boots on the ground" marketing person. Of course, that's not all she does, but if you need flyers, ads, UASK swag or digital media, she is the go-to person. Wendy Horn oversees marketing for the campus, but marketing is definitely not a one person show. Gail Klein, Kate Govaars, Mike LaBarge as well as others support marketing efforts in a variety of ways. Did you know that Mike has just created a new Facebook page for the KRMCC? Search Facebook for either the UAS Ketchikan Regional Maritime & Career Center or Ketchikan Maritime to check it out. We also have a UAS Ketchikan campus Facebook page and a UAS Ketchikan Library Facebook page, each maintained by different staff members.

We have delved into Facebook ads and geofencing ads on other social media sites with some success. We don't tweet simply because we don't have the people power it takes to stay current or effective on Twitter. Instagram is finicky on format and ads, even though we know younger people gravitate more towards Instagram than Facebook today. While video is king among advertising, having the resources to produce well-made videos is expensive and time-consuming so we are limited in that category.

We still use the traditional mix of print and radio advertising, but less so than in the past. Of course, the best way to market anything is still word of mouth (even if that word of mouth is electronic). Organic kind words about our campus, our classes, our faculty and staff from students and the public far outweigh any amount of money we could spend on a paid ad.

That all being said, how can we better market UAS Ketchikan? The answer is to always evolve, try new platforms, encourage others to support our campus and most of all provide students with experiences they want to share with their friends, families and co-workers.

## ACTIVITIES & EVENTS

**January 1** – New Year’s Day

**January 9** – Faculty & Staff Development Day

**January 15** – Alaska Civil Rights Day (campus closed)

**January 16** – First day of Spring classes



## TECH TIP OF THE MONTH

### E-pickpocketing or RFID skimming - the newest type of theft

Do you need RFID blocking for a new type of electronic theft? Kimberly Matsuura experienced the need for it firsthand recently when she and her husband traveled to Seattle and had this type of e-pickpocket happen. Luckily for them, their credit card company notified them right away and they didn’t lose any money. However, others have not been so fortunate.

Radio-frequency identification (RFID) is a chip placed in some credit cards. It is also used for inventory, automatic payment tolls and passports. The purpose of this technology is to make things quicker and easier by emitting radio signals for fast identification.

There are two kinds of chips in credit cards: RFID and EMV. EMV chips require contact in order to gain information. RFID uses radio waves to gain access to your personal information. RFID theft can be prevented. There are multiple products on the market now being promoted as the best thing to block e-pickpocketing. However, it is important to note that not every credit card with a chip has the RFID technology. According to an article from npr.org, “if you see a symbol of radio waves on your credit card, it’s likely RFID enabled.”

There are a lot of companies cashing in on this latest technology scare. Not only are wallets and purses being sold with the blocking technology, according to the NPR article, a “San Francisco-based clothing company, Betabrand, partnered with Norton Security to create the first pair of denim with RFID protected pockets.” They are lined with a nickel/copper fabric.

If you're worried about e-pickpocketing but don't want to spend much money, you can make your own blocking wallet or wrap your cards or passport in a thick piece of aluminum foil. According to Consumer Reports, that works as well as most RFID protectors on the market.

Finally, before spending time and money on blocking RFID theft, double check your credit cards to see what type of technology your chip is using.

For the full article from NPR, go to:

<https://www.npr.org/sections/alltechconsidered/2017/07/04/535518514/there-are-plenty-of-rfid-blocking-products-but-do-you-need-them>