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| <b>Procedure:</b>           | Use of Campuswide Email                    | <b>Procedure No.:</b>                   | GA2012.1  |
| <b>Delegated Authority:</b> | College President                          | <b>Associated Policy Reference No.:</b> | GA2012  |
| <b>Procedure Owner:</b>     | <i>Vice President for Academic Affairs</i> | <b>Responsible Party:</b>               | <i>Director of Marketing, Communications &amp; Public Information</i> |
| <b>Approved:</b>            | April 19, 2005                             |   |   |
| <b>Revised:</b>             | August 20, 2024                            |   |   |

### **Purpose**

The purpose of this procedure is to establish protocols regarding the use of campus wide email. This procedure will explain what type of information is appropriate for a campus wide email, and which departments and individuals are authorized to distribute these communications.

### **Statement of the Procedure**

The following individuals have the authority to use campuswide email distribution lists to contact all students and/or employees:

- College President
- Vice Presidents
- Administrative Assistants to the President and Vice Presidents
- College Registrar
- Director of Marketing, Communications and Public Information
- Executive Enrollment Management Officer
- Information Technology Services
- Institutional Effectiveness Office
- Office of Human Resources
- Office of Professional Development

Campuswide emails are to be reserved for critical communications that are relevant and impactful to students, faculty and staff. These types of communications include, but are not limited to, notices about community safety, college events, messages from administration, and construction updates. Requests will be considered and made at the discretion of the Director of MarCom.

Less critical communications are more appropriate for a daily newsletter and should be submitted through a [Share Your News form](#) via the College's Department of Marketing, Communications and Public Information (MarCom) website. These types of communications include, but are not limited to, notices of fundraisers, student activities events, and retirement celebrations.

Personnel changes are communicated via the Office of Human Resources.

**Related Policies (by number)**

GA2012 Marketing & Communications Policy

**To whom it applies (title or department)**

This procedure applies to all faculty, staff, students and affiliates of the College.

| <b>Action</b><br><i>(Created, Reviewed, Retired)</i> | <b>Date</b> | <b>Initials</b> | <b>Position Title</b>   |
|--|-------------|-----------------|---|
| <i>Revised</i>                                       | 05/21/2024  | KG              | <i>Director of Marketing,<br/>Communications &amp; Public Information</i> |
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