

Guidelines for Faculty, Staff and Student E-mail Announcements

(Established February 2008 and revised April 2009)

The following are guidelines for the use of campus e-mail to distribute general e-mail announcements sent to faculty, staff and students. These guidelines are in support of and directly related to the existing North Dakota University System Procedure 1901.2 Computer and Network Usage: <http://www.ndus.edu/policies/ndus-policies/subpolicy.asp?ref=2551>.

PURPOSE

The purpose of general daily “Campus Announcements” is to provide the campus community with a reliable and timely way to send and receive information about university people, programs, activities and business. Using “Campus Announcements” allows the university to send a single e-mail notice that contains timely and relevant campus information and so reduce the number of individual e-mail messages sent over the campus e-mail system.

The purpose of “Student Announcements” is to provide student organizations, faculty, and staff a way to broadcast campus events and opportunities to students. Because of its size and need for continual update, the e-mail distribution list for students is maintained by Information Technology Central. “Student Announcements” are sent through studentinformation@minotstateu.edu.

The purpose of separate e-mails sent to all faculty and staff from the “Bulletin” e-mail account is to broadcast to the campus community information authorized by the Office of Public Information, president or vice presidents or deemed critical university business of an urgent nature. Given the nature of messages that need to be sent individually, separate e-mails sent to all faculty and staff from the “Bulletin” e-mail account may not be held to the same word limit and content restrictions as Campus Announcements and Student Announcements. See “Criteria” below.

Reducing unwanted and unsolicited e-mail is a challenge on our campus, as it is everywhere. One way we can reduce it is by sending messages to only those who need to receive them. Please do not create large e-mail lists by selecting groups or individuals in the campus global e-mail directory. When you have a message pertaining to university business that you would like to share with most or all faculty and staff, send your e-mail to publicinformation@minotstateu.edu. The Office of Public Information will include your message in the next “Campus Announcements.” When you have an urgent message to get out as a “Bulletin” separate from “Campus Announcements,” please call public information at 858-3298.

CRITERIA

All announcements contributed by members of the campus community will be reviewed by the Office of Public Information in advance of posting to ensure that the content of each announcement meets the following criteria.

1. Content ***must:***

- qualify as university-related information/business, which means that an event mentioned in the notice must be sponsored by a university office, program, or officially recognized student, staff, or faculty organization.
- have relevance to a broad base of faculty or staff or students
- contain contributor's name and *e-mail address*
- be limited to 200 words or fewer and include Web addresses/links when possible to reduce text of the message and the impact on the campus e-mail system.

Content ***cannot contain:***

- public debate or personal opinion
- political statements, endorsements or fundraising
- personal items for purchase/rent or sought for purchase/rent
- advertisements, announcements or promotions for outside organizations or non-university-related events or concerns (e.g., while an event sponsored by a local charity is clearly valuable, the university is not permitted to use its resources to promote that event unless it is co-sponsored by a university office, program or organization.)

PROCESS

Campus Announcements:

1. Under the direction of the Office of Public Information, "Campus Announcements" are distributed to faculty and staff around noon each day the campus is open. Contributions for that day must be received by 11 a.m. in the "Public Information" e-mail account. "Campus Announcements" will be distributed between 11 a.m. and 1 p.m. each workday.
2. To send a notice to "Campus Announcements," type your information into a new e-mail message and then, in the "TO" box, type "Public Information." When you click "SEND," your notice will be sent to the Public Information account. *Please do not include special formatting or enclosures.*
3. The Office of Public Information will not alter content without the contributor's consent except for grammar and punctuation errors. When questions of clarity, accuracy, or appropriateness of the message arise, the Office of Public Information staff will hold the announcement for the following day while they contact the contributor for clarification.
4. Contributors may post the same notice only once each week, and they must re-submit the notice each time they would like it to be posted. Avoid overkill; two messages, spaced about a week apart, are usually enough.

5. The Office of Public Information places the notices into one of five categories: Events, News, Partner News, General Information, Human Resources, and Absence Confirmation. The order of the notices within these categories is determined by the time that the notice is received in the Public Information e-mail account.
6. Individual faculty, staff and students may not send general announcements to campus without prior permission or review by the Office of Public Information Information.
7. For announcements to select faculty and staff groups users are encouraged to use specific e-mail distribution lists. Creation of these distribution lists can be coordinated through computing services. (NOTE: Procedures for the use of distribution lists for select groups of students is covered in Guidelines for Student Distribution Lists on Minot State E-Mail System.)

Student Announcements:

1. Students wishing to send out an e-mail to fellow students will need to type the information into a new e-mail message and then, in the "TO" box, type studentinformation@minotstateu.edu by Friday at noon, the week prior to it being sent out. The combined e-mail to students will go out the morning of the following Monday (or Tuesday, if Monday is a holiday). For example, if the event takes place on Saturday, May 2, the individual submitting the event will need to send the pertinent details to studentinformation@minotstateu.edu by April 24 at noon. It will then be included in the Monday, April 27 e-mail. Sending it any later than this time would ensure that it is not included in an e-mail to students. When the student submitting the message clicks "Send," the notice will be sent to the Student Announce account and included in the next "Student Announcements."
2. Students will include all necessary information in fewer than 200 words. That means messages should succinctly include what group or organization the student belongs to, the date, time and location of the event the student is hoping to have students attend and a telephone number and/or e-mail address for readers to contact for additional information, if desired. Keeping this information brief will increase the probability of more students reading the e-mail. No one likes to read four paragraphs of details when one will suffice.
3. Notices are limited to on-campus organizations, events and concerns. In short, the information should be pertinent to a large number of Minot State University students and be part of a university-sponsored event or group. They cannot contain the following:
 - public debate or personal opinion
 - political statements, endorsements or fundraising
 - personal items for purchase/rent or sought for purchase/rent
 - advertisements, announcements or promotions for outside organizations or non-university-related events or concerns.
4. The inclusion of a link to an e-mail address or Web site in a message is fine. *Please do not include special formatting needs, enclosures or attachments.*

5. The Office of Public Information reserves the right to edit student e-mail submissions for spelling, grammar or other unsightly errors related to style. If there is a question of clarity, accuracy or appropriateness, the Office of Public Information staff will make every attempt to contact the submitter to resolve the concern.
6. The process for sending out a combined e-mail messages to students once a week does not include messages from the President's Office, the Registrar's Office and other administrative requests as seen fit. Those will happen throughout the week as needed. Emergency notifications, through NotiFind, are also separate from the combined weekly student e-mail message.

All Announce-Restricted, All Faculty-Restricted, All Staff-Restricted:

1. The Office of Public Information can send a notice campuswide as a "Bulletin" if the notice is deemed critical university business of an urgent nature. Examples of critical university business include campus safety issues, urgent human resources deadlines and serious computer network problems. In addition to the Office of Public Information, a limited number of offices, such as the President's Office, have the ability to send a notice as "All Announce-Restricted."
2. To have a notice sent campuswide, call the Office of Public Information at 858-3298.
3. "All Faculty-Restricted" and "All Staff-Restricted" lists are also available if the notice is critical university business of an urgent nature. For more information, call the Office of Public Information at 858-3298.

SUMMARY

"Campus Announcements" are the preferred method for broadcasting information because they are distributed to all faculty and staff in a reliable and timely way and do not overload the campus communication system.

"Student Announcements" are distributed to students on a weekly basis determined by the Office of Public Information. While all students are encouraged to use their Minot State University e-mail accounts, some choose to use outside providers and do not forward their campus account, so we cannot guarantee that every student will view "Student Announcements" when they are posted.

"Bulletin" announcements are sent on a case-by-case basis and reserved for critical university business of an urgent nature. Contact the Office of Public Information at 858-3298 for more information.