

ADMINISTRATIVE POLICIES AND PROCEDURES

SUBJECT: EMPLOYEE BROADCAST E-MAIL PROCEDURE
NUMBER: 420
AUTHORIZING BODY: PRESIDENT'S CABINET
RESPONSIBLE OFFICE: COMMUNICATIONS & MARKETING
DATE ISSUED: DECEMBER, 1999
LAST UPDATE: FEBRUARY 2002

RATIONALE: Oakland University (University) has the capability to communicate rapidly and widely to internal audiences through broadcast e-mail. In general this medium should be used carefully and conservatively to maximize the impact of important messages. Specifically, the use of such medium should be restricted to:

- Sharing vital University information that affects a large number of Employees and/or students when timing is a concern. Examples include emergency power outages, mechanical systems failures, storm and other emergency closings, road closings, last minute or urgent changes to the academic calendar, etc.
- Communicating official University news and information of interest to a broad range of Employees and/or students. Examples include the "State of the University" messages from the President and/or Provost, and News & Information Web updates from the Communication & Marketing Department.

POLICY:

SCOPE AND APPLICABILITY:

DEFINITIONS:



PROCEDURES: Authorized parties may send broadcast e-mail messages, and are responsible for obtaining any necessary sign-offs regarding purpose and content. The system will not allow broadcast messages to be sent by unauthorized parties. When sending a broadcast e-mail, all authorized parties, except the President, must type BROADCAST in the subject line prior to sending.

The procedure for sending e-mails to students requires permission from the Office of the Registrar to use and obtain the e-mail list, and technical support from Information Technology.

Authorization: Persons authorized to send Employee broadcasts or all-student e-mails are restricted to the President, Vice Presidents, Vice Provost for Information Technology, and the Associate Vice President for Communication & Marketing. The Associate Vice President for Communication & Marketing should be informed before the broadcast e-mail is sent to ensure effective coordination with other communications media.

Restrictions: Information of general news value to University Employees - such as computer training classes or newsletters about unit activities - should not be sent via broadcast e-mail. That type of information should be handled through fliers distributed through campus mail and/or by notices sent to Communication & Marketing for posting in the appropriate communication vehicle(s) such as the University's News & Information Web site.

Technical Responsibilities: The Vice Provost for Information Technology maintains an up-to-date list of Employee e-mail addresses. The Office of the Registrar maintains an up-to-date list of student e-mail addresses.

RELATED POLICIES AND FORMS:

APPENDIX:

[Return to Table of Contents](#)

