



# Oakland University

## 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](#)