

College of Staten Island Broadcast Electronic Communications Policy

Purpose

To establish College of Staten Island basic policy and procedures related to Broadcast Electronic Communications.

Applicability

This policy applies to all College of Staten Island's Broadcast Email and is to be applied consistent with CUNY's [technology policies](#).

Policy and Procedures

Content:

1. Only messages that directly relate to College business will be allowed.

Generally Allowed:

- Emergencies at various levels and of various types.
- Recognitions/awards/achievements of college, divisions, faculty, students.
- New appointments (administrative and faculty).
- College-wide sponsored events and initiatives.
- Competitions for grants.
- Interruptions in services.
- Timely communication with direct impact on College community members (e.g. appropriate announcements from Human Resources, Registrar, Student & Enrollment Services, Information Technology, Faculty Senate, College Council, and Unions).
- CUNY/College related system announcements (e.g. CUNYfirst, Blackboard).

Not Allowed:

- Personal notices e.g. items for sale, lost or found.
- Messages of a commercial, political, or lobbying nature.
- Messages that solicit support for charity, personal gain, or special causes not specifically identified with the College.

Approval Process:

2. All Broadcast Email must be approved **before** it can be sent. Approval is typically provided on a per-message basis (See #3).

3. The message audience determines the level of the individual or office from which approval must be obtained.
 - Typically, the Vice President of the requestor's area is responsible for approval of proposed messages. The VP may designate approval authority to other individuals or offices.
 - The requestor and the individual or office with approval authority ("approver") share responsibility for evaluating both the appropriateness of the content of a message and the appropriate recipients.
 - The approver will make the final determination, consistent with these guidelines, regarding whether or not an email message may be sent. A primary criterion for approval is that the message must be directly related to College business.

Format:

4. Broadcast Emails that contain attachments are permissible; however, senders should be mindful of the following recommendations:
 - Providing a link to the document is preferred over attaching a document.
 - If attaching a document is absolutely necessary, all files should be in a PDF format. If other formats are needed for collaborative purposes, then it is recommended that other College supported technologies that facilitate collaboration and storage be utilized.
 - College branding should be used.
5. Broadcast Emails must be formatted responsibly.

It is important to know that sending formatted messages could result in display problems for some recipients as not all email programs process HTML messages the same way.