

Fullerton College Mass Email Guidelines

Summary

The Fullerton College Mass Email Guidelines were developed in 2003 and have not been reviewed since. The original intent of the guidelines was to reduce the number of emails sent to all staff, which in turn lessens the value of the messages contained within. With the recent influx of mass emails, the guidelines have been updated to encourage effective use of electronic communication.

Purpose

The goals of the guidelines are:

- To educate the campus community in the proper ways to use large volume mailings
- To limit the exposure of faculty and staff to mail that is not important to their role at the college

Definition

Mass e-mails are defined as messages sent to all staff (full-time faculty, adjunct faculty, managers and classified professionals).

Procedure

In order to be approved for distribution, a mass e-mail message must meet one of the criteria below.

- Be of an urgent nature and affect most members of the campus community
- Be related to the operation of the Fullerton College e-mail/internet systems (outages, changes, etc)
- Be related to campus physical plant conditions or activities for which short notice is required and most members of the campus community are affected
- Be related to notices of special events or training sessions open to all account holders in a specific group, and for which other avenues of communication are not available or appropriate
- Announcements of scheduled events that are advertised to the campus via the normal channels should NOT be distributed through mass e-mail facilities

Staff wishing to send an all staff email must receive the approval of his/her area Vice President, who will then send out the email on the staff member's behalf.

Communication Alternatives

Staff is encouraged to coordinate with the Public Information Office to determine the best method of communication for announcements that do not meet the preceding criteria, such as campus events, advertising, or other promotional activities. Many options for communication are available and include:

- *President's Weekly*
- *The Hornet*
- Departmental newsletters
- Fullerton College home page;
- Master Calendar
- Distribution list, with permission of the list owner

Approval

The following offices have approval authority and access to send to the "Staff" distribution list:

- President's Office
- Public Information Office
- Vice President, Instruction
- Vice President, Educational Support
- Vice President, Student Services