

An excerpt from The Responsible Use of Electronic Communication Policy 604

9. Broadcast Email

The **broadcast e-mail system** is an important tool for communicating information that a large part of the campus community or a specific targeted group needs to know. The system should only be accessed when a minimum of seventy-five percent of the campus community or a specific targeted group needs to be made aware of the information. First and foremost, the system is crucial for communicating about emergencies. Therefore, it is essential that the system not be overly used whereby members of our campus feel “spammed” and begin to ignore its messages. Announcements are limited to information about emergencies and safety; presidential communications; major campus events* approved by the Cabinet; critical alerts related to human resources, facilities and technology; and key internal processes, procedures and deadlines that affect the majority of the campus or a specific targeted group. Only emergency notifications may be broadcast simultaneously over both the broadcast e-mail and voice mail systems.

Broadcast E-mail Procedures

Campus unit members wishing to send a broadcast message must submit their request in writing through their supervisor(s) and receive final approval from their divisional vice president (or designee). A re-writable PDF document is available at <http://guide.ramapo.edu/mac/policies.html> for this purpose. Exceptions to the approval process are in effect during emergencies related to health and safety and/or during off hours and weekends when supervisors and/or division heads may not be available in a timely manner. When making a request, campus units must specify which campus audiences are to receive the announcement. (Note: attachments and italics and underlining are not currently available through this system.)

Three broadcast e-mail audience groupings are available: faculty, employees and students. Campus members are assigned a role as faculty, employee or student according to the *Banner* database. Individuals may have multiple roles. Below are the populations included in each role:

Faculty: All campus members who teach a course (full-time or part-time faculty, adjuncts, staff who teach). Also included in the faculty role are advisors, staff in the Provost’s Office, deans, and unit secretaries from the schools.

Employee: All campus members who receive a paycheck (full-time or part-time staff and faculty, and Ramapo student employees.) Also included in employees are UMDNJ Ramapo staff, volunteers, dining services managers and campus store managers.

Student: All campus members with active student enrollment status (full-time or part-time students, staff who enroll in courses).

The subject line of official broadcast e-mails should lead with the word "Official" followed by a colon and the specific topic of the announcement (e.g., Official: Opening Convocation). The first line of the text before the body of the message should address to whom the message is being sent (e.g.s, "To: Faculty and Staff" or "To: RCNJ Students"). The message must also contain a contact name, office name and phone number or e-mail address. It is important to know who sent the message and to whom to reply for further information because the default sender for Luminis e-mail is announcements@ramapo.edu, which cannot receive a reply.

Campus division heads have pre-selected and authorized primary and secondary contacts within their division to transmit broadcast e-mail announcements through the Luminis system. When primary contacts are not available, secondary contacts may be contacted. Only the following have permission to directly access the announcement Web site:

√ CHIEF PLANNING OFFICER/ADMINISTRATION AND FINANCE:

Has sole authority to access the announcement Web site to broadcast official messages from the chief planning officer, as required as an officer of the College, and to broadcast official messages about college closings, internal processes, procedures and policies, human resources, unit and college budgets, and the work of Facilities.

Primary Contacts:	Executive Secretarial Assistant
	Assistant Director of Human Resources
Secondary Contacts:	Director of Human Resources
	Associate Director of Human Resources

√ OFFICE OF THE PRESIDENT:

Has sole authority to access the announcement Web site to broadcast official messages from the president, as required as the lead officer of the College, including messages from the trustees and all bereavement messages.

Primary Contacts:	Executive Assistant to the President
	Special Assistant to the President
Secondary Contacts:	Assistant VP for Communications & Public Affairs
	Assistant VP for Institutional Relations & Special Projects

√ OFFICE OF THE PROVOST:

Has sole authority to access the announcement Web site to broadcast official messages from the provost, as required as an officer of the College, including approved messages from faculty and official announcements from CCIS that impact the majority of the campus community.

Primary Contacts:	Executive Secretarial Assistant
	Assistant Director Systems Infrastructure
	UNIX Systems Manager
	Telecommunications Manager
Secondary Contacts:	Director of Administrative Computing & Critical Systems
	Director of Academic Computing/Campus Information Security Officer
	Interim Vice Provost for Academic Budgets, Personnel, and Technology/CIO

√ INSTITUTIONAL ADVANCEMENT:

Has sole authority to access the announcement Web site to broadcast official messages from the vice president for institutional advancement, as required as an officer of the College, including information about major campus events*. In its official "college spokesperson" role, the division's Office of Marketing and Communications has sole authority to broadcast official messages about campus safety and emergencies. Also serves as secondary authority for messages from the Office of the President.

Primary Contacts:	Executive Secretarial Assistant
	Assistant VP Communications and Public Affairs
Secondary Contacts:	Assistant VP Institutional Relations and Special Projects
	Director of Online Communications/Web Administration

*The broadcast e-mail system is not a replacement for event announcements to be submitted for the *Weekly Calendar*. The majority of campus events will not be broadcast over e-mail. Major campus events include, but are not limited to: Opening Convocation, State of the College Address, Founders' Day, Holiday Celebration, Diversity Convocation, Remembrance Day, Honors Convocation, Support Staff Breakfast,

**CABINET
RAMAPO COLLEGE OF NEW JERSEY
BROADCAST EMAIL/VOICE MAIL**

**604
ACADEMIC AFFAIRS**

Commencement, Picnic at the Pavilion, Summer Concerts, letter-writing campaigns, athletic championship events, requests for major nominations, dedications, groundbreaking, topping-off ceremonies, significant college accolades and fund-raising news.

√ **STUDENT AFFAIRS:**

Has sole authority to access the announcement Web site to broadcast official messages from the vice president for student affairs, as required as an officer of the College, and to broadcast announcements that are related to, or impact, students (such as student events, policy changes, residence life updates).

Primary Contacts: Executive Secretarial Assistant

Acting Associate Dean of Students

Secondary Contacts: Director of Student Activities

Dean of Students

√ **FACULTY RESOURCE CENTER:**

Has sole authority to access the announcement Web site to broadcast unofficial messages to the faculty that are related to the mission of the Faculty Resource Center. [Note: the subject line will not read "Official"]

Primary Contact: Director, Faculty Resource Center

Secondary Contact: President, Faculty Assembly

√ **FACULTY ASSEMBLY:**

Has sole authority to access the announcement Web site to broadcast unofficial messages to the faculty that are related to the mission of the Faculty Assembly.

[Note: the subject line will not read "Official"]

Primary Contact: President, Faculty Assembly

Secondary Contact: Member, Faculty Advisory Council

The **broadcast voice mail system** is an important tool for communicating information that a large part of the campus community needs to know. The system should only be accessed when a minimum of seventy-five percent of the campus community or a specific targeted group needs to be made aware of the information. First and foremost, the system is crucial for communicating about emergencies. Therefore, it is essential that the system not be overly used whereby members of our campus feel “phone spammed” and begin to ignore its messages. Announcements will be limited to information about emergencies and safety; presidential communications; major campus events* approved by the Cabinet; critical alerts related to human resources, facilities and technology; and key internal processes, procedures and deadlines that affect the majority of the campus or a specific targeted group. Only emergency notifications may be broadcast simultaneously over both the broadcast e-mail and voice mail systems.

In addition, students living in campus residential facilities may also receive targeted broadcast voice mail messages on any topic approved for distribution by the Vice President of Student Affairs or designee and the Office of Student Activities (this may include announcements of events and availability of tickets).

Broadcast Voice Mail (All-Call) Procedures

As with broadcast e-mail, campus unit members wishing to send a broadcast voice mail message must submit their request in writing through their supervisor(s) and receive final approval from their divisional vice president (or designee). A re-writable PDF document is available at <http://guide.ramapo.edu/mac/policies.html> for this purpose. Exceptions to the approval process are in effect during emergencies related to health and safety and/or during off hours and weekends when supervisors and/or division heads may not be available in a timely manner. When making a request, campus units must specify which campus audiences are to receive the message/announcement.

Broadcast voice mail audience groupings available include: faculty/staff and residential students; residential students may also be further targeted by individual residence hall groupings.

The greeting in all campus-wide broadcast voice mails should state “This is an Official Campus Broadcast Voice Mail About _____(fill in topic)_____.” If the announcement targets a limited number of audience groupings, this should be stated (e.g., “This is an Official Broadcast Voice Mail for Faculty/Staff...” or “This is an Official Broadcast Voice Mail for Students...” or “This is an Official Broadcast Voice Mail for Students in Maple Hall...”).

Campus division heads select and authorize primary and secondary contacts within their division to make broadcast voice mail announcements through the All-Call system. When primary contacts are not available, secondary contacts may be contacted. Only the following have permission to directly access the announcement voice mail system (All-Call):

SAME OFFICES AS FOR BROADCAST E-MAIL (with same primary/secondary contacts)