



BOARD OF TRUSTEES PROCEDURE

BROADCAST EMAIL/VOICE MAIL

I. Broadcast E-mail & Voice mail Policy

The **broadcast e-mail and voice mail systems** are important tools 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. It is essential that the system not be overly used whereby members of our campus feel overwhelmed 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. For guidelines regarding emergency communications policy and procedures, please refer to Procedure for Sending an Emergency Notification.

II. Broadcast E-mail & Voice mail Procedures

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 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).

1. Broadcast E-Mail Format

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



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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.

2. Broadcast Voice mail Format

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...").

3. The Administration has pre-selected and authorized primary and secondary contacts to transmit broadcast e-mail announcements through the Luminis system. The voice mail system is not the preferred vehicle for communication during emergencies; it is expected to be supplement other methods. When primary contacts are not available, secondary contacts may be contacted. Only the following have permission to issue broadcast e-mails and voice mails:

√ 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 some bereavement messages.

Primary Contacts: Executive Assistant to the President,
Special Assistant to the President

Secondary Contacts: Assistant VP for Marketing and Communications,
Director of Online Communications

√ MARKETING AND COMMUNICATIONS (Institutional Advancement):

Has sole authority to access the announcement Web site or other vehicles 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 authority to broadcast official messages about campus safety and emergencies. Also serves as secondary authority for messages from the Office of the President. (The Office of Public Safety will issue emergency messages via the Alert Me Now System on matters regarding health and safety of the campus.)

Primary Contacts: Executive Secretarial Assistant,
Assistant VP Marketing and Communications

Secondary Contacts: Director of Online Communications/Web
Administration, Assistant Web Administrator



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√ HUMAN RESOURCES:

Has the authority to access the announcement Web site to broadcast bereavement messages about family members of College faculty and staff.

Primary Contacts: Secretarial Assistant, Director of Human Resources

Secondary Contact: Associate Director of Human Resources or Assistant Director of Human Resources.

*The broadcast e-mail system is not a replacement for event announcements to be submitted for the *Daily Digest*. 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, Commencement, Picnic at the Pavilion, Summer Concerts, letter-writing campaigns, athletic championship events, requests for major nominations, dedications, groundbreakings, topping-off ceremonies, significant college accolades and fund-raising news.

III. Targeted E-mail Procedures for Select Groups

Three targeted e-mail audience groupings are available: faculty, employees and students. Campus members are assigned roles and sub-roles within the faculty, employee or student categories 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 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).

1. Targeted E-Mail Format

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: Message from Dean Perry). The first line of the text before the body of the message should address to whom the message is being



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sent (e.g.s, "To: Faculty" 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.

2. The Administration has pre-selected and authorized primary and secondary contacts to transmit targeted e-mail announcements through the Luminis system. When primary contacts are not available, secondary contacts may be contacted. Only the following have permission to issue broadcast e-mails and voice mails:

The following policy does not preclude the following communications to targeted audiences. These include:

√ DEANS OF EACH SCHOOL (Sending a targeted message conveners, faculty and students within the School):

Primary Contacts: Unit Secretary,

Dean of each of the Schools

Secondary Contacts: To be determined by the Dean.

√ CONVENER OF EACH MAJOR (Sending a targeted message to faculty and students within the major):

Primary Contacts: Unit Secretary

Secondary Contacts: Convener of each major

√ FACULTY MEMBER (Sending a targeted message to students within a class):

Primary Contacts: Unit Secretary

Secondary Contacts: Faculty member

√ HUMAN RESOURCES (Sending a targeted message to specific groups within the College):

Primary Contacts: Associate Director of Human Resources

Secondary Contacts: Assistant Director of Human Resources

√ FACULTY ASSEMBLY (Sending a targeted message to faculty) :

Primary Contacts: President of the Faculty Assembly

Secondary Contacts: info. to come

√ STUDENT AFFAIRS (Sending a message to students):

Primary Contact: Unit Secretary

Secondary Contact: Associate Vice Presidents of Student Affairs



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- √ PROVOST (Sending a message to faculty or students):
 - Primary Contact:* Assistant Director of Academic Affairs
 - Secondary Contact:* Provost