Current Policy 640: https://www.ramapo.edu/policies/policy/broadcast-email-and-voice-mail/

Revised:

Section:	600
Policy Number:	640
Policy Name:	Mass Communications (formerly Broadcast Email & Voicemail)
Approval Authority:	President's Senior Leadership Team
Responsible Executive:	Vice President with Oversight of Communications and Public Relations
Responsible Unit:	Office of Communications & Public Relations
Date Adopted:	February 14, 2001
Date Revised:	February 16, 2006, June 5, 2007, October, 2008, February 27, 2012, April 2024

Policy Statement

Ramapo College provides mass communications and distribution list services to academic and administrative units as needed in order to facilitate communications. Mass communications are electronic communications intended for and addressed to large set(s) of recipients (hereafter "audience groups") within the Ramapo College community. Mass communications systems generally include: email, text message, Web message, official social media accounts, and voicemail.

Thoughtful coordination of and limited authorization to distribute unsolicited mass communications to large and specific audience groups is required in order to foster the integration of communication efforts and increase the effectiveness of mass communications that are sent to the following audience groups:

1) all undergraduate students,
2) all graduate students,
3) all faculty,
4) all staff,
5) all managers,
6) all members of the Board of Trustees,
7) all RCNJ Retirees, and
8) all RCNJ alumni.

This policy does not apply to emergency situations, communications by first responders, Timely Warnings, and regulatory notices when timely notice to avoid danger and/or ensure compliance or understanding outweighs the benefits of wider review and approval of messages.

Reason for Policy
The purpose of this policy is to instruct users on the appropriate use of mass communications to include their purpose, coordination, and controls. It also serves to provide recommendations on

how to effectively send mass communications to reduce recipient fatigue and confusion, and effectively utilize campus communication resources. To set forth policy and procedure relative to the purpose, coordination, controls, and approvals for the development and distribution of unsolicited mass communications via various systems to specific Ramapo College audience groups.

To Whom Does the Policy Apply
The policy applies to all members of the college community.

Related Documents
- Policy 228: Emergency Notification
- Policy 604: Responsible Use of Electronic Communications
- Policy 609: Social Media
- Emergency Preparedness Plan
- CAN-SPAM Act

Contacts
Office of Communications and Public Relations

Procedure 640: Mass Communications

I.   Mass Communications Guidelines

Mass communications are unsolicited electronic communications distributed to specific Ramapo College audience groups. The purpose of a mass communication is to inform *all* members of an audience group(s) on matters that relate to their specific role at the College. Prior to distribution of a mass communication, an authorized sender (see Section IV) should deploy the decision tree below:

1. Does this communication directly relate to carrying out College business?
   > *If the answer is no, do not proceed. If the answer is yes, proceed to Question #2.*
2. Does this communication include information deemed important enough to distribute to the *entire* selected audience group(s)?
   > *If the answer is no, do not proceed. If the answer is yes, proceed to Question #3.*
3. Does this communication assist in or support the selected audience group(s) ability to conduct their business or pursue their education at the College?
   > *If the answer is no, do not proceed. If the answer is yes, proceed to Question #4.*
4. Have I considered whether or not this communication could be a collaboration with other authorized senders to avoid redundancy and overuse of mass communications?
   > *If the answer is no, do not proceed. If the answer is yes, distribute the mass communication in accordance with this procedure.*

Mass communications systems include email, text message, web message, official social media accounts, and voicemail. These important systems are mass communication tools used to disseminate information to the following Ramapo College audience groups: all undergraduate students, all graduate students, all faculty, all staff, all managers, all members of the Board of Trustees, all active RCNJ retirees, and all active RCNJ alumni.

In order to preserve the importance of mass communications content and the attention of recipients of mass communications, it is essential that the identified systems and audience groups not be overused. To reduce the frequency of and increase the effectiveness of mass communications sent to the identified audience groups, the College also maintains shared and coordinated communications tools such as Daily Digest, collaborative calendaring, and others.

This procedure does not apply to emergency situations, communications by first responders, Timely Warnings, and regulatory notices when timely notice to avoid danger and/or ensure compliance or understanding outweighs the benefits of wider review and approvals. Procedures regarding emergency notifications and Timely Warnings are housed in the Emergency Preparedness Plan, Policy 228: Emergency Notification & Timely Warnings, and other resources.

II. Mass Communications Systems
Ramapo College recognizes the following mass communications systems:

- ***Mass Email***: Mass email, for the purposes of this policy, is the electronic mail distribution of information to the College's mass communications audience groups.
  - In furtherance of Policy 604: Responsible Use of Electronic Communications:
    - Email is the official communication mechanism with Ramapo College students and employees. All Ramapo College students and employees are provided with email accounts for the purpose of conducting official college business and are required to maintain an "@ramapo.edu" account.
  - Mass email communications must comply with the following content standards:
    - Reply To: All mass email messages include a "reply to" account as part of the message so that recipients will know to whom to direct responses to the message.
    - Recipient List: All mass email messages will mask the recipient list via the use of blind carbon copy when not utilizing an ITS-created distribution group. This practice will mitigate unintended use of the "reply to all" feature within most email programs.
    - Subject Line: All mass email messages deploy Subject Lines that address the primary purpose of the message content. Subject Lines should avoid using symbols.
    - Greeting Line: All mass email messages include a Greeting Line at the top of the body of the message clearly identifying the audience group(s).
    - Mass email messages do not include attachments or embedded images larger than 2 MB.
    - Mass emails shall adhere to the College's brand standards. All authorized digital mastheads for mass emails are designed by the Office of Marketing.

  All senders of mass email messages are responsible for compliance with the Federal CAN-SPAM Act and all related College policies.

  Only emergency notifications and Timely Warnings may be broadcast simultaneously over both the mass email and mass voicemail systems.

- ***Text Message***: Text Messaging, for the purposes of this policy, is the distribution of information to the mobile devices of registered audience group members. The use of text messaging for mass communications is generally limited to emergencies and major disruptions and is in accordance with the College's Emergency Preparedness Plan and Policy 228: Emergency Notification & Timely Warnings.

- ***Web Message:*** Web messaging, for the purposes of this policy, is the posting of information to the College's Internet Home Page and Intranet Home Page, and the College's Emergency Preparedness Site. The use of Web Messaging for mass communications is generally limited to emergencies and major disruptions and is in

accordance with the College's Emergency Preparedness Plan and Policy 228: Emergency Notification & Timely Warnings.

- **Official Social Media Accounts**: The College's official social media accounts, for the purposes of this policy, are stewarded in accordance with Policy 609: Social Media, the Emergency Preparedness Plan, and Policy 228: Emergency Notification & Timely Warnings.

- **Mass Voicemail:** Mass voicemail, for the purposes of this policy, is the distribution of pre-recorded information to the College's registered voicemail users. The use of mass voicemail for communications is generally limited to emergencies and major disruptions and is in accordance with the College's Emergency Preparedness Plan and Policy 228: Emergency Notification & Timely Warning.

  Only emergency/major disruption notifications may be broadcast simultaneously over both the mass email and mass voicemail systems.

III. Mass Communications Audience Groups & Governance
Ramapo College recognizes the following mass communications audience groups and associated governance:

- **Undergraduate Students:** All campus members with active undergraduate student enrollment status (full-time and part-time students, matriculated and non-matriculated students, and employees who are enrolled in courses). Information Technology Services (ITS) is responsible for the currency and access controls of the undergraduate students audience group.

- **Graduate Students:** All campus members with active graduate student enrollment status (full-time and part-time students, matriculated and non-matriculated students, and employees who are enrolled in courses). Information Technology Services (ITS) is responsible for the currency and access controls of the graduate students audience group.

- **Faculty:** All campus members who teach a course (full-time or part-time faculty, adjuncts, staff who teach). Also included in this designation are librarians, advisors, staff in the Office of the Provost, academic deans, and unit secretaries from the schools. People Operations and Employee Resources is responsible for the integrity of the membership of the faculty audience group. Information Technology Services (ITS) is responsible for the currency of the group and maintaining access controls.

- **Staff:** All non-faculty campus members who receive a paycheck (full-time and part-time). Also included are auxiliary services employees. Student employees are not included. People Operations and Employee Resources is responsible for the integrity of the membership of the staff audience group. Information Technology Services (ITS) is responsible for the currency of the group and maintaining access controls.

- ***Managers:*** All employees who receive a paycheck (full-time and part-time) who are *not* represented by a collective bargaining agreement. People Operations and Employee Resources is responsible for the integrity of the membership of the managers audience group. Information Technology Services (ITS) is responsible for the currency of the group and maintaining access controls.

- ***Board of Trustees:*** All current publicly appointed members of the Ramapo College Board of Trustees. The Office of the President is responsible for the integrity of the membership of the Board of Trustees audience group, its currency, and maintaining access controls.

- ***Retirees:*** All active retired faculty and staff of Ramapo College. People Operations and Employee Resources is responsible for the integrity of the membership of the retirees audience group. Information Technology Services (ITS) is responsible for the currency of the group and maintaining access controls.

- ***Alumni:*** All active graduates of Ramapo College. Institutional Advancement is responsible for the integrity of the membership of the alumni audience group, its currency, and maintaining access controls.

IV. Authorization for Mass Communications Systems and Audience Groups

Authorization to use the College's mass communications systems and to access the mass communications audience groups is limited.

Authorized Primary Senders may craft, endorse, and distribute mass communications.

Authorized Secondary Senders may craft, endorse, and distribute mass communications in the absence of an Authorized Primary Sender *or* at the direction of an Authorized Primary Sender.

Unless noted in this procedure, Authorized Primary and Secondary Senders are *not* permitted to distribute mass communications on behalf of other parties.

Unauthorized use of the College's mass communications systems and/or audience groups may be subject to investigation and discipline.

Office of the President

Authorized Primary Senders:	College President	College Spokesperson	Vice President/General Counsel/Ethics Liaison Officer
Authorized Secondary Senders:	Chief of Staff	Director of Communications & Public Relations	Deputy Ethics Liaison Officer
Authorized Audience Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students, Board of Trustees, Retirees, Alumni		Faculty, Staff, Managers, Board of Trustees
Authorized Systems:	Mass Email, Text Message, Web Message, Official Social Media Accounts, Mass Voicemail		Mass Email

Institutional Advancement

Authorized Primary Senders:	Vice President Overseeing Institutional Advancement/Exec Dir. Foundation	Chief of Operations/Strategy	Senior Dir. Constituent Relations
Authorized Secondary Senders:	Technology Manager, Outreach & Engagement		Coordinator of Alumni Relations
Authorized User Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students, Retirees, Alumni		Retirees, Alumni
Authorized Systems:	Mass Email		

Fiscal Health

Authorized Primary Senders:	Vice President Overseeing Fiscal Health Core	Director, Office of Student Accounts
Authorized Secondary Senders:	Director of Budget and Fiscal Planning	NA
Authorized User Groups:	Faculty, Staff, Managers	Undergraduate Students, Graduate Students
Authorized Systems:	Mass Email	

People Operations & Employee Resources

Authorized Primary Senders:	Vice President Overseeing People Operations & Employee Resources	Director People Operations/Labor Relations
Authorized Secondary Senders:	Executive Director Employee Resources & HR Initiatives	Assoc. Dir. Organizational Effectiveness and Classification
Authorized User Groups:	Faculty, Staff, Managers, Retirees	
Authorized Systems:	Mass Email	

*Note: The Dean of Students may request that an Authorized Sender of the People Operations & Employee Resources Department distribute mass communications to faculty, staff, and managers on their behalf.

Teaching & Learning

Authorized Primary Senders:	Provost & Vice President Overseeing Teaching & Learning Core	Registrar	Director, Instructional Design Center	Director, Faculty Resource Center
Authorized Secondary Senders:	Vice Provost		NA	
Authorized User Groups:	Undergraduate Students, Graduate Students Faculty, Staff, Managers		Faculty	
Authorized Systems:	Mass Email			

Equity, Diversity, Inclusion & Compliance

Authorized Primary Senders:	Vice President Overseeing Equity, Diversity, Inclusion, Compliance
Authorized Secondary Senders:	NA
Authorized User Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students
Authorized Systems:	Mass Email

Student Well-being

Authorized Primary	Vice President Overseeing Student Well-being Core*

Senders:	
Authorized Secondary Senders:	Director of Student Conduct
Authorized User Groups:	Undergraduate Students, Graduate Students
Authorized Systems:	Mass Email

Note: The Student Government Association may request that an Authorized Sender of the Student Well-being Core distribute mass communications to students on the Association's behalf. Approval of such requests shall be infrequent.

Public Safety

Authorized Primary Senders:	Vice President Overseeing Public Safety**	Director of Public Safety**
Authorized Secondary Senders:	Vice President Overseeing Facilities	Director of Facilities
Authorized User Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students, Board of Trustees	
Authorized Systems:	Mass Email, Text Message, Web Message, Mass Voicemail	

***Note: The Facilities Management Department and the Office of Environmental Health and Safety may request that an Authorized Sender of Public Safety distribute mass communications on their behalf. Such requests shall generally be limited to operational disruptions or compliance.*

Information Technology Services

Authorized Primary Senders:	Vice President Overseeing Information Technology Services	Chief Information Officer
Authorized Secondary Senders:	Deputy Chief Information Officer	Director of ERP Services
Authorized User Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students	
Authorized Systems:	Mass Email	

Institutional Research

Authorized Primary Senders:	Vice President Overseeing Institutional Research

Authorized Secondary Senders:	Director of Institutional Research
Authorized User Groups:	Faculty, Staff, Managers, Undergraduate Students, Graduate Students, Alumni
Authorized Systems:	Mass Email

Faculty Assembly

Authorized Primary Senders:	President of Faculty Assembly
Authorized Secondary Senders:	Vice President of Faculty Assembly
Authorized User Groups:	Faculty***
Authorized Systems:	Mass Email

***In accordance with RCNJ Faculty Assembly Bylaws regarding membership.

Ramapo Staff Association

Authorized Primary Senders:	President of Ramapo Staff Association
Authorized Secondary Senders:	Vice President of Ramapo Staff Association
Authorized User Groups:	Staff****
Authorized Systems:	Mass Email

****In accordance with Ramapo Staff Association Bylaws regarding membership.