Procedure for Global Emails to Employees and Tenants

I. Purpose
In support of the CSU Channel Islands (CSUCI) Policy for Global Emails to Employees and Tenants, the procedures outlined below should be followed prior to the dissemination of global emails to employees and tenants.

II. Email Accounts
Generic email accounts should be used to disseminate global emails to employees and tenants. At least two (2) designated staff members for each generic email account should be identified to send and monitor generic email accounts.

Examples of generic email accounts include:
sbs@csuci.edu
deanofstudents@csuci.edu
facilities@csuci.edu
vpsa@csuci.edu

Requests for designated users of generic accounts should be submitted to the Senior Executive Director of University Communication (SEDUC) or Senior Communication Specialist (SCS) for review, approval and coordination with Information Technology Services.

Student employees' email accounts should not be identified as designated users for sending global emails on behalf of generic email accounts.

Exceptions for sending global emails from individual University email accounts will be reviewed and approved by the SEDUC.

III. Approvals and Timeframes
Requests for global emails should ideally be submitted by sending the draft email content to the SEDUC or SCS at least one to two (1-2) business days in advance of the target distribution date.

The SEDUC or SCS will reply within one (1) business day with suggested edits, if needed, and scheduling confirmation on the master calendar for global emails to employees and tenants.

For urgent or unexpected communication, a text message may also be sent to the SEDUC or SCS for a quicker response.

Examples identified in the Policy for Global Emails to Employees and Tenants numbered one (1), may be sent by Public Safety as appropriate without review or approval from the SEDUC or SCS.

IV. Content Criteria
Content criteria for global emails should meet the following requirements:
1. At least one of the instances numbered 1-11 in the Text section of the Policy for Global Emails to Employees and Tenants.
2. Have relevance to a broad base of University employees and tenants.
3. Be brief, succinct and include website/url links to reduce text.
4. Include contact information for a person to respond to or obtain additional information.

Content for global emails cannot contain:
1. Public debate or personal opinion.
2. Political statements or endorsements.
3. Personal items for purchase/rent or sought for purchase/rent.
4. Announcements for campus events or reminders (e.g. speakers, lectures, presentations, workshops, and division-, area-, or student-sponsored award ceremonies, etc.).
5. Electronic newsletters for specific programs or areas.
6. Personal announcements about students, faculty or staff.
7. Information regarding employee union activities or actions.
8. Non-University related solicitations, announcements or promotions for external constituents/individuals, agencies, organizations, or fundraising activities.

V. Other Resources
Communication & Marketing (C&M) may determine that examples described in the Policy's Text section may warrant a temporary web banner to be posted onto the University's website.

Examples described in Text section number 1, may warrant a red (emergency) banner, and examples described in Text section numbers 2-4 may warrant a yellow (warning) or blue (announcement) banner.

Other information sharing options, if appropriate, for University-related announcements may also be submitted to C&M for posting onto the University's social media accounts, online News Center, digital boards, or flyers/posters to be posted on campus bulletin boards by following the University's Request for Postings.