

Guidelines for Group Email Distribution at South Central College

2015 Plan

On June 15, 2015, the South Central College president announced a plan to reduce the number of college-maintained group distribution lists as well as the number of individuals who could send to the remaining lists effective July 1, 2015:

- **All Staff and All Faculty** – These lists were limited to the president, vice Presidents and their administrative assistant or a staff designee who could send on their behalf, with additional access also provided to the director of marketing and public relations and security director for use in emergency situations.
- **All Students** – This was limited to those above, as well as the Dean of Student Affairs and all Student Affairs Department Directors.
- **Labor Organization Lists** - Each union steward had the sole ability to send to their own union's members.

The rationale for this decision was based on input from employees and students who indicated they were receiving too many emails and were confused by emails coming from multiple sources on the same subject. At the time of its implementation, it was also announced that South Central College's employee newsletter *Connections* would be the primary vehicle for general employee communication and *Illuminate* would be the primary forms of general student communication.

2018 Plan

2018 Internal Communication Preferences Survey results revealed that while some employees indicated they would like all employees to be able to send to all faculty and all staff, many more indicated they were receiving too many emails. At the same time, some individuals were concerned about receiving information in a timely manner from the individuals responsible for that information who could be replied to for more details. Based on this feedback, SCC's Cabinet, with consultation from administrators and managers, approved the following updates to the Group Email Distribution Plan:

Additions

- Add additional individuals whose access to a list might enhance timely communication of critical information to employees and/or students.

2018 Plan (continued)

Guidelines

- Identify and communicate guidelines regarding when those who have access should and should not send **All Faculty and All Staff Emails**, based on the following guidelines provided in 2015 as follows:

The ability to send to All Faculty and/or All Staff is for purpose of disseminating important information **directly relating to your department's area of work**. Those reporting to individuals who have the ability to send All Faculty and/or All Staff emails may put forth a request to that individual to send an Staff email. These individuals will still be encouraged to utilize *Connections*, UNLESS the following conditions exist:

- (1) The information impacts all/a large group of employee's employment status or benefits
- (2) The information impacts the way employees are able to do their jobs
- (3) The information is something employees need to know about right away and **could not have been previously planned for putting in *Connections***.

In addition, the following fourth criterion is being added for 2018:

- (4) The information is being sent to the media via News Releases and it is important internal constituents know about it prior.

- Identify and communicate guidelines on when those who have access should send **All Student Emails** as follows:

The ability to send to All Students is for the purpose of disseminating important information directly **related to your department's work area that has a direct impact on students**.

Request Process

- Institute a process for employees requesting access and receiving notification that they have received access as follows:
 - (1) Request with rationale is sent from the employee to their supervisor, who if in agreement, routes it to their Cabinet member.
 - (2) Request with rationale is sent from cabinet member to the president.
 - (3) The president reviews the request.
 - (4) If access is not granted, the president notifies the requesting cabinet member of the decision and rationale. If the administrator has informed an employee prior that he/she will be requesting access for the employee, then the administrator will follow up with the employee to let her/him know the decision and rationale.
 - (5) If access is granted, the president's assistant will notify the IT helpdesk, let the requesting administrator know access was approved and that IT is setting it up in the next week, and provide them with a copy of the guidelines for group distribution email as outlined above. The requesting administrator will then notify the employee and give him/her the guidelines.