

## **Procedure for Global Emails to Employees**

### **I. Purpose**

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

### **II. Email Accounts**

Generic email accounts for respective campus areas, services, programs, or divisions, should be used to disseminate global emails to employees. At least two (2) designated staff for each generic email account should be identified by the area supervisor to monitor generic email accounts for replies. Designated users should never “Reply All” when responding to emails sent from generic email accounts.

Examples of generic email accounts include:

[csuci.news@csuci.edu](mailto:csuci.news@csuci.edu)

[human.resources@csuci.edu](mailto:human.resources@csuci.edu)

[helpdesk@csuci.edu](mailto:helpdesk@csuci.edu)

[police@csuci.edu](mailto:police@csuci.edu)

[titleix@csuci.edu](mailto:titleix@csuci.edu)

Requests for designated users of such generic accounts should be submitted to Communication & Public Relations (C&PR) by email to the Associate Vice President for Communication & Public Relations (AVPCPR) and the Director of University Communication (DUC) for review, approval and set up of the email account with Information Technology Services.

Student assistants' email accounts cannot be identified as designated users for generic email accounts for campus areas, services, programs or divisions.

### **III. Approvals and Timeframes**

Requests for global emails should be submitted by sending the draft email content with a target distribution date to Communication & Public Relations (C&PR) to the AVPCPR and the DUC at least two to three (2-3) business days in advance of the requested distribution date.

The AVPCPR or DUC will reply within one (1) business day or sooner with suggested edits and will confirm the distribution date based on the C&PR calendar for global emails to employees. For urgent or time sensitive communication, a text message may be sent to the AVPCPR and the DUC to alert them of the request.

Approved global email requests will only be distributed to employees by C&PR. Global emails related to emergencies, health, safety warnings, and campus closures or evacuations may be sent as needed by designated Public Safety personnel.

Alternatively, requests not approved for global email distribution may be submitted by the requesting area to the Cabinet Support Team (divisional Executive Administrative Assistant for distribution to their respective divisions).

#### **IV. Content Criteria**

Content criteria for global emails must meet the following:

1. At least one of the instances identified as I-I I in the Text section of the Policy for Global Emails to Employees.
2. Be brief and succinct (maximum 400 words) and if available, embed website links to reduce content within the email.
3. Include an area or individual's name/email address where questions or inquiries can be directed for additional information.

Content for global emails cannot contain:

1. Public debate or personal opinions.
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, or division-, area-, or student-sponsored events, etc.).
5. Electronic newsletters for divisions, 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**

C&PR may determine that instances as noted in the Policy's Text section may warrant a temporary web banner to be posted onto the University's website and will be coordinated/posted by C&PR.

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

Other communication sharing options, if appropriate, for University-related information may also be submitted to C&PR for posting onto the University's primary [social media accounts](#), online [News Center](#), or posted on campus bulletin boards by following the C&PR [Request for Postings](#).