Purpose:
The purpose of this policy is to ensure that relevant and timely CSUCI global emails are sent to employees and tenants, which provide important communication or urgent information related to the specifically target a campus-wide audience or disperse information deemed as critical University business or of an urgent nature.

Background:
As the University continues to grow, it is the intent of this policy to ensure effective, efficient and relevant University communication by outlining the various types of global email announcements, information or notifications that merit global distribution to University employees and tenants acceptable to be sent to the campus community.

Policy:
Accountability:
The Office of the President, Provost, Vice President for Finance & Administration, Vice President for Student Affairs, Vice President for Technology & Communication, the Chief of Police and the Senior Executive Director of University Communication & Marketing and the Vice President for University Advancement.

Applicability:
All CSUCI employees, faculty, staff, tenants, and University Auxiliary Services groups, and lessees.

Definitions:
Global Email: an email message distributed to all University employees and tenants for campus-wide distribution.

Tenants: businesses authorized to conduct business on University property or external clients who temporarily lease University space.

University Auxiliary Services Groups: employees of University Auxiliary Services (retail and residential dining services, and Conferences & Catering services, campus retail food locations) and Associated Students Incorporated.
To encourage effective communication for campus constituents, the use of campus global emails will be reserved for the following instances:

1. Emergency, health, or safety warnings, or issues, and campus closures or evacuations (e.g., environmental health and safety warnings; campus closures or evacuations; general safety; police alerts or notifications including imminent danger or affect (e.g., networks will go down shortly or buildings will be closed very soon); and local traffic conditions significantly impacting the campus).

2. Messages or announcements at the discretion of the University President, Provost, or Vice Presidents, or CSU Chancellor.

3. Messages or announcements to all CSU employees at the direction of the Chancellor’s Office.

4. Infrastructure issues that will impact the entire campus or are estimated to cause more than 60 minutes of disruption in services (e.g., power outages, lack of water, or closure of roads or highways that will effect access to the University’s property from adjoining roadways, i.e., Lewis Road, Camarillo Street, University Drive, or Potrero Road).

5. Information technology issues, problems or changes that will impact the entire campus or are estimated to cause more than 60 minutes of disruption to services, (e.g., network maintenance, unavailability of the internet or core information technology services, and significant information security incidents (e.g., phishing emails, security breaches).

6. Change in hours, services or operations that will impact access for a significant portion of the campus community (e.g., Library, Public Safety, Enrollment Center, dining services).

7. Announcements or information from Human Resources regarding University employment matters (e.g., benefits, open enrollment deadlines, available support services, whistleblower, and training, alternate work schedules, requests for catastrophic leave donations, and employment service or recognition events).

8. Announcements or information regarding regional, state or national issues, topics or incidents that may impact a significant number of the campus community (e.g., political, policy or law implications, travel bans, communicable diseases/pandemics).

9. Information regarding open forums related to the University’s budget and open forums, strategic plan initiatives, and/or candidate search visits, hiring appointments, or departures for positions at the Cabinet-level, Associate/Assistant Vice Presidents, Deans, or Chief of Police.
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5. Presidential or campus-wide events, e.g. ACE activities, Commencement, Campus Reading Celebration, Discover CI, Family Weekend, Honors Convocation, New Student Orientation, University Open House, and ground breakings and grand openings for new buildings or facilities.

6. Construction information (building closures, construction updates, road delays).

7. System failures or upgrades (e.g. network interruptions, maintenance, or upgrades; and power outages and other disruptions of, or changes to essential services).

8. Change in hours for campus services or operations that will effect access for a significant portion of the campus community (e.g. Library, Public Safety, Enrollment Center, dining services, student union, bookstore, coffee shop, or other tenants who offer campus-wide services).

9. Surveys and/or results approved for employee distribution by the President, Provost or Vice President office of Institutional Research. Surveys approved for distribution should include a principal investigator who is CSUCI faculty or staff from a University division, program, or area. Research must meet an institutional need and benefit CSUCI. Surveys in partnership with external entities (e.g. National Survey of Student Engagement, Diverse Learning Environments Survey, etc.), should have approval from the appropriate Vice President or Provost prior to dissemination to the campus community.

10. Information from the University’s online News Center-approved internal electronic newsletter, Wavelength, or Channel magazine.

Examples of situations where campus global emails should not be sent include:

1. Event announcements or reminders (e.g. speakers, lectures, presentations, workshops, and division-, department-, area-, or student-sponsored award ceremonies, etc.).

2. Electronic newsletters for programs or departments.

3. Information regarding union activities or actions distributed by union campus representatives.

4. Non-University related events or solicitations for external constituents, agencies, organizations, or individuals.

5. Personal announcements and/or communication.

Global email announcements allowed will meet the following criteria:

Content must

1. Qualify as University related information or business.

2. Have relevance to a broad base of faculty, staff or students.
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3. When possible, be limited to 200 words or less and include Web addresses/links to reduce text of the message and the impact on the campus email system.

4. Include contact person, telephone, and email for further information or questions.

Content **cannot contain**:

1. Public debate or personal opinion.

2. Political statements, endorsements, or non-University-related fund raising activities.

3. Personal items for purchase/rent or sought for purchase/rent.

4. Advertisements, announcements, or promotions for outside organizations or non-University-related events, activities, or concerns.

University-related messages to share with faculty, staff and students, may be submitted to Communication & Marketing (wavelength@csuci.edu) for inclusion in the campus electronic newsletter. In addition, events or activities may be posted online through the University Calendar, www.csuci.edu/calendar as public information.

Items not meeting the outlined criteria and not suited for publication in the University’s electronic newsletter should be posted to department Web sites or emailed to campus constituents through individual distribution lists.

Questions or inquiries regarding the use of global emails can be directed to the Communication & Marketing office.

**EXHIBIT(S):**

None Procedure for Global Emails to Employees and Tenants.