



Procedure for Communication with Students

I. Purpose

In support of the CSU Channel Islands (CSUCI) [on Communication with Students](#), the procedures outlined below should be followed prior to dissemination of communication to students.communication to students.

II. Email Accounts

Generic email accounts should be used to distribute global emails to students for the purpose of communicating official University business (as defined in the Policy [on Communication with Students](#)). At least two (2) designated staff members for each generic email account shall be identified to send and monitor generic email accounts.

Examples of generic email accounts include:

sbs@csuci.edu

deanofstudents@csuci.edu

student.health@csuci.edu

division.academicaffairs@csuci.edu

police@csuci.edu

vpsa@csuci.edu

csuci.news@csuci.edu

Requests for designated users of generic accounts should be submitted to the ~~Senior Executive Director of University Communication (SEDUC)~~ [Associate Vice President for University Communication & Public Relations \(AVP-C&PRUC\)](#) for review, approval and coordination with Information Technology Services.

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

Official University business may also be communicated to individual student's Dolphin Email account from an individual University email account.

III. ~~Approvals~~ [Divisional Leads, Dissemination](#) and Timeframes

[A. General Campus Communications: Office of the President, Communication & Public Relations](#)

Requests for global emails to students about official University business [outside of onboarding new students communication managed by Enrollment Management & Marketing](#) (see III-B) or

student experience communications managed by the Division of Student Affairs (see III-C below). ~~,-~~ should ~~ideally~~ be submitted by sending the draft email content to the ~~SEDUC~~ ~~AVPUC~~ ~~C&PR~~ ~~or their designee~~, at least one to two (1-2) business days in advance of the target distribution date.

The ~~SED~~ ~~AVP~~ ~~C&PR~~ ~~UC~~ ~~or their designee~~ will reply within one (1) business day with suggested edits, if needed, and scheduling confirmation on the master calendar for global emails to students. For urgent or unexpected communication, a text message may also be sent to the ~~AVP~~ ~~SED~~ ~~UC~~ ~~C&PR~~ for a response.

Regular/normal email correspondence to specific, individual students should always be sent from a University email account.

CSUCI Alert emergency notifications or information bulletins will be sent to students' Dolphin ~~e~~Email accounts, as well as text messaging if ~~the student has~~ enabled ~~the feature~~ on their myCI account. Communication & Public Relations may also determine that a temporary web banner or webpage is needed or as required for emergency communication.

B. New Student Recruitment, Admissions, and Enrollment Communication: Division of Academic Affairs, Enrollment Management & Marketing

Onboarding New Students communications – AVP for SS&R ~~Ernesto~~ in the short term, then to AVPEM&M – this section to be ~~drafted when AVPEM&M is on board~~

C. Matriculated Student Communications: Division of Student Affairs, Student Marketing Center

~~Deadlines, events... weekly newsletter from VPSA. Mondays each week – Student Marketing Center – ~~Eboni and Tom to draft this~~~~

Under the direction of the VPSA Office, the Student Marketing Center (SMC) will produce and curate content for a weekly email newsletter to be sent to matriculated students. The content will consist of relevant news and opportunities for students, including events and important deadlines, scholarships, committees, research, employment, and program highlights within the Division of Student Affairs (DSA).

This weekly newsletter will be sent each Monday morning. Concurrently, the SMC will deploy a matching set of A-Frame posters, as well as a series posts to the main CSUCI social media accounts and to DSA-controlled flatscreens across the campus for maximum reach.

All newsletter communication will be managed by the Multimedia Coordinator or their designee through the official SMC email account (smc@myci.csuci.edu). As a standard email sent through the CSUCI email domain, the newsletter will exist without a subscribe/unsubscribe option.

IV. Content Criteria

Content criteria for global emails should follow information noted in the Text section of the Policy on Communication with Students, as well as the following:

- Be brief, succinct and include website/url links to reduce text. A maximum of 400 words is suggested. ~~A maximum of 400 words is suggested.~~
- Include contact information for a student to respond to or to obtain additional information.

Content for communication to students, including global emails, cannot contain:

1. Political statements or endorsements.
2. Personal items for purchase/rent or sought for purchase/rent.
3. Announcements for campus events or reminders (e.g. speakers, lectures, presentations, workshops, and division-, area-, or student-sponsored award ceremonies, etc.), unless approved by the President or a Cabinet member.
4. Electronic newsletters for specific programs or areas.
5. Personal announcements about students, faculty or staff.
6. Information regarding employee union activities or actions.
7. Non-University related solicitations, announcements or promotions for external constituents/individuals, agencies, organizations, or fundraising activities.

~~V. Other Resources~~

~~For urgent emergency communication to students, Communication & Marketing (C&M) may determine that a temporary web banner may be posted onto the University's website.~~

~~Additionally, official University business announcements/reminders may be submitted to C&M for posting onto the University's social media accounts, online News Center, or flyers/posters to be posted on campus bulletin boards by following the University's Request for Postings.~~

~~V. Campus Postings~~

The University recognizes that materials including fliers, posters, banners, lawn signs or flags, chalking, notices, A frames, or digital screens, etc., serve as a means for communicating information to the campus community in a timely and orderly manner.

Refer to the ~~See Policy on Time, Place & Manner~~ Policy on Time, Place and Manner and the Use of University Buildings and Grounds, as well as the Procedure for Time, Place, and Manner and the Use of University Buildings- and Grounds for information about ~~details on Postings.~~ the following:

~~— Bulletin Boards~~

— A-Frames

Digital Screens: Add to TP&M Policy

Add information about how to get a message posted on digital screens around campus

— DSA: SUB and Bell Tower

— C&PR: Madera Breezeway

— Library

Academic Programs: Everywhere else

VI. Other Resources

For emergency communication to students, Communication & Public Relations (C&PR) may determine that a temporary web banner may be posted onto the University's website.

Additionally, Official University business announcements or /reminders may also be submitted to Communication & Public Relations&PR for posting onto the University's primary social media accounts, or online News Center, or flyers/posters to be posted on campus bulletin boards by following the University's Request for Postings.