



Procedure for Communication with Students

I. Purpose

In support of the CSU Channel Islands (CSUCI) policy [on Communication with Students](#), the procedures outlined below should be followed prior to dissemination of 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 Associate Vice President for Communication & Public Relations (AVPC&PR) 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. Divisional Leads, Dissemination and Timeframes

A. General Campus Communication: 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 communication managed by the Division of Student Affairs (see III-C

below), should be submitted by sending the draft email content to the AVPC&PR or their designee, at least one to two (1-2) business days in advance of the target distribution date.

The AVPC&PR 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 AVPC&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 email accounts, as well as text messaging if enabled 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 communication – AVP for SS&R in the short term, then to AVPEM&M – this section to be **drafted when AVPEM&M is on board**

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

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.
- 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. 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 [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 Postings.

VI. Other Resources

Official University business announcements or reminders may also be submitted to Communication & Public Relations for posting onto the University's primary [social media accounts](#) or online [News Center](#).