

Gettysburg College

E-Communication Tool Policy

This policy applies to all Gettysburg College organizations including but not limited to academic departments, administrative offices, and student clubs and organizations.

Introduction:

E-Communications are messages, such as but not limited to e-mail, e-newsletters, e-postcards, e-alerts, and automated e-mails, sent on behalf of an organization of Gettysburg College through electronic means to more than 100 recipients. This policy does not apply to one-to-one e-communications that are sent directly from the campus email client. It also does not apply to CNAV groups, angel groups, or the daily email digests.

Authorization:

Vice Presidents for administrative offices and Department Chairs for academic departments are authorized to give one-time approval of the e-communication tool within their areas of responsibility without other institutional approval. The Vice President will communicate authorization in writing to the Director of Web Communications & Electronic Media.

Vice Presidents may authorize other department heads in their areas to approve individual e-communications, however the communications sent are subject to review for best practices by the Director of Web Communications & Electronic Media.

Access:

Before receiving access to the tool organizations must arrange for a meeting with the office of web communications & electronic media. In order to ensure that college audiences are not receiving simultaneous communications on the same day organizations should be prepared during this meeting to share a communications plan. This plan will be shared with campus in the form of a Master Communications Calendar in Microsoft Outlook. It is the responsibility of the organization to update the calendar as communications change.

Training:

Any organization authorized to use the e-communication tool are required to complete training with the Office of Web Communications & Electronic Media.

Permissions:

Permission to access the tool will be given to groups within the content management system (CMS). Please see Campus Web Policy for more information on the CMS permissions.

Unsubscribe:

All e-communications should be archived in the CMS. Unsubscribe information will be the responsibility of each organization to collect and record in the appropriate data system. Unsubscribe information should be shared by divisions across data systems.