

LOYOLA MARYMOUNT UNIVERSITY  
POLICIES AND PROCEDURES

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DIVISION: Marketing and Communications  
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SUBJECT: Electronic Announcements

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Policy Number: MC014

Supersedes: Electronic Announcements  
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### **I. STATEMENT OF POLICY**

Loyola Marymount University supports the dissemination of campus electronic announcements by providing the community with various communication channels and opportunities. In order to communicate effectively, the university has established this policy to manage communications efficiently and to promote a process in which community members receive information that is accurate, timely, relevant, and meaningful.

The remainder of this document defines the guidelines for the appropriate use of campus communication channels for the purpose of disseminating announcements. As stated below, certain communication channels are subject to request procedures that are published in separate documents.

### **II. DEFINITIONS**

- A. An announcement is defined as a broadcast message that is sent to multiple recipients within the campus community. An announcement may be communicated via multiple communication channels and multiple mailings. Communications that contain different wording but convey the same message is considered the same announcement.
- B. A communications channel is defined as any medium utilized to communicate information (e-mail, Web, etc.).
- C. A MYLMU "channel" is defined as a specific content area displayed within the MYLMU system. MYLMU channels are visually displayed as rectangular boxes that contain text, images, links, and other Web-based content.

### **III. POLICIES/PROCEDURES**

- A. Announcements may not contain unsolicited messages unless they are directly related to university business or the scope of the university's mission.

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- B. Announcements may not include content, material, or links that, upon viewing, could create an intimidating, hostile, or offensive learning and/or working environment.
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- C. Announcements may not be used to promote activities that are illegal, support commercial activities not associated with the university, or to provide personal financial gain.
- D. The university recognizes MYLMU as an official communications channel in order to reduce e-mail and to increase efficiency.
- E. The university reserves the right to review, suspend, and/or deny announcement requests for any reason. In addition, the university may rescind and/or restrict a community member's ability to send announcements for non-compliance of this and/or any university policies.
- F. Broadcast e-mail is defined as an announcement that is distributed to 100 or more campus e-mail recipients. It is reserved for institutional communications and permitted uses are specifically defined below:
- 1 Messages from the Office of the President and/or Executive Vice President.
  - 2 Urgent messages from a Senior Vice President. These messages must be sent from the Senior Vice President's e-mail address and contain "Urgent Message" in the subject line.
  - 3 Urgent special notices of an unplanned nature from the Office of Marketing and Communications:
    - a. unforeseen health and/or safety issues;
    - b. the death of a community member.
  - 4 Messages from MYLMU containing summaries and/or highlights of campus-wide news, systems availability, events and other notifications.
  - 5 Messages which contain required information as a condition of employment and/or enrollment, which is considered on a case-by-case basis.
  - 6 Messages from the head of an officially recognized program, department, division and/or other campus unit to its members and/or constituents. Messages must be related to the unit's business purpose and originate from the unit head's e-mail address. If the recipients are distributed among more than one division, it is not permitted unless it qualifies as one of the preceding permitted uses.
  - 7 Campus-wide electronic newsletters meeting the following criteria:
    - a. distribution is limited to the internal campus community;

- b. ~~frequency is limited to one per 30-day period;~~ \_\_\_\_\_
- c. must originate from an officially recognized program and/or department;
- d. ~~content must be approved by the divisional senior vice president;~~ \_\_\_\_\_
- e. must include a clearly visible opt-out function.

The responsibility for the management, distribution and maintenance of e-newsletter resides with the originating department and senior vice president's office.

- G. Broadcast Voicemail is defined as an announcement that is distributed to 100 or more campus voicemail recipients. It is reserved for university administration use only and intended to communicate emergencies and urgent notices regarding unforeseen health and/or safety issues.
- H. The University Bulletins Channel includes any announcement that is displayed within the "University Bulletins" section in MYLMU. This channel is required viewing for all MYLMU users and includes all faculty, staff, and students. This channel is the institution's official and primary means of communicating campus-wide announcements. It is the responsibility of individual community members to review this channel regularly in order to receive vital and timely information regarding campus announcements. The following requirements apply to the University Bulletins Channel:
  - 1. Messages must be intended for all faculty, staff, and students.
  - 2. Messages must be of a time-sensitive nature.
  - 3. Messages must be verified to determine if another communication channel is more efficient and appropriate before it is approved for campus-wide distribution.

All announcements displayed in the Campus Announcements Channel are subject to review, approval, expiration limits, frequency limits, and other considerations as defined in the Campus Announcements Request Procedure.

- I. The Faculty and Staff Announcements Channel includes any announcement that is displayed within the "Faculty and Staff Announcements" section in MYLMU. This channel is required viewing for all faculty and staff. It is the institution's official and primary means of communicating faculty and staff announcements. It is the responsibility of faculty and staff to review this channel regularly in order to receive vital and timely information. The following requirements apply to the Faculty and Staff Announcements Channel:
  - 1. Messages must be intended for all faculty and staff.
  - 2. Messages must be of a time-sensitive nature.

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3. Typical announcements in this channel may include benefits/employment information from Human Resources, training workshops, senate minutes, retreats, events, and other information formerly featured in the LMU Digest.
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All announcements displayed in the Faculty and Staff Announcements Channel are subject to review, approval, expiration limits, and frequency limits, and other considerations as defined in the Faculty and Staff Announcements Request Procedure.

- J. The Student Announcements Channel includes any announcement that is displayed within the "Student Announcements" section in MYLMU. This channel is required viewing for all students. It is the institution's official and primary means of communicating student announcements. It is the responsibility of students to review this channel regularly in order to receive vital and timely information. The following requirements apply to the Student Announcements Channel:

1. Messages must be intended for all students.
2. Messages must be of a time-sensitive nature.
3. Typical announcements in this channel may include registration deadlines, financial clearance deadlines, student event notifications, and ASLMU announcements.

All announcements displayed in the Student Announcements Channel are subject to review, approval, expiration limits, and frequency limits, and other considerations as defined in the Student Announcements Request Procedure.

**REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered**