

DIVISION: Marketing and Communications
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SUBJECT: Electronic Announcements

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Policy Number: MC014

Supersedes: Electronic Announcements
Policy revision 4 final

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I. STATEMENT OF POLICY

Loyola Marymount University supports the dissemination of internal and external electronic communications by providing the community with communications channels and opportunities. To communicate effectively, the university has established this policy to ensure community members receive information that is accurate, timely, relevant, and meaningful.

These guidelines define 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 separately. Any exceptions to this policy must be approved by Internal Communications.

II. DEFINITIONS

- A. An announcement is defined as a broadcast message that is sent to multiple recipients within the university community. An announcement may be communicated via multiple communication channels and multiple mailings. Communications that contain different wording but convey the same message are considered the same announcement.
- B. Internal Communications oversees university announcement policies and procedures.
- C. A communications channel is defined as any medium utilized to communicate information (email, web, text message, etc.).
- D. [LMU This Week](#) is the university's official internal communications channel. It is the definitive newsletter and primary distribution method for non-emergency university announcements and news. Other channels under the LMU This Week umbrella are: LMU This Week: Express Edition and LMU This Week: Student Edition.
- E. MyLMU is the university's official and definitive internally-focused community website. A MyLMU channel is defined as a specific content area displayed within MyLMU.

III. POLICIES/PROCEDURES

1. All internal email announcements intended for distribution to ALL students, faculty, or staff must be disseminated and/or approved by Internal Communications.
2. All internal email announcements must utilize the university's email distribution solution and adhere to the university's approved design and content schema, format, and standards. On a case-by-case basis, Internal Communications may require that a message contain the following statement if the announcement's origin or approval are not self-evident: *This communication was approved by LMU Internal Communications.*
3. Announcements may not contain unsolicited messages unless they are directly related to university business or the scope of the university's mission.
4. Announcements may not include content, material, or links that, upon viewing, could create an intimidating, hostile, or offensive learning and/or working environment.
5. Announcements may not be used to promote activities that are illegal, support commercial activities not associated with the university, or provide personal financial gain.
6. 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 other university policies.
7. Broadcast email is defined as an announcement that is distributed to 100 or more campus email recipients. It is reserved for institutional communications and permitted uses are specifically defined below:
 - a. Urgent messages from the Office of the President and/or Executive Vice President.
 - b. Urgent special notices of an unplanned nature from the university:
 - i. Unforeseen health, safety and/or ITS security issues;
 - ii. the [death of a community member](#).
 - c. Messages from Marketing and Communications in the form of an LMU This Week, LMU This Week: Express Edition or LMU This Week: Student Edition, containing summaries and/or highlights of university-wide news, systems availability, events and other notifications.
 - d. Messages which contain required information as a condition of employment and/or enrollment, which are considered on a case-by-case basis.
 - e. 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 email address. If the recipients are distributed among more

than one division, this action is not permitted unless it qualifies as one of the preceding permitted uses.

- f. University-wide electronic newsletters distributed to all faculty and staff, other than LMU This Week, are not permitted.
 - g. Electronic newsletters distributed by an officially recognized program, department, division and/or other campus unit to its members and/or constituents and/or subscribers are permitted under the following conditions:
 - i. Frequency is limited to one per 30-day period;
 - ii. must originate from an officially recognized program and/or department;
 - iii. content must be approved by the divisional senior vice president;
 - iv. must be sent through an email marketing platform officially-recognized by LMU Marketing and Communications;
 - v. must use a university approved template;
 - vi. must be properly listed on the university's email distribution calendar;
 - vii. must contain the following:
 - 1. sender name indicating that the message originates from LMU
 - 2. sender address with @lmu.edu domain
 - 3. header approved by LMU Marketing and Communications
 - 4. footer approved by LMU Marketing and Communications
 - viii. must provide clear evidence of opt-in with subscribers;
 - ix. must include a clearly visible opt-out function and comply with email marketing platform terms and conditions and applicable CAN-SPAM laws, including honoring prior opt-outs.
8. 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.
9. The Faculty and Staff Announcements Channel includes any announcement that is displayed within the "Faculty and Staff Announcements" section in MyLMU. It is one of the institution's official 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:
- a. Messages must be intended for all faculty and staff.
 - b. Messages must be of a time-sensitive nature.
 - c. Typical announcements in this channel may include benefits/employment information from Human Resources, training workshops, senate minutes, retreats, events, and other important information.
 - d. Messages in this channel are not related to specific events.

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](#).

10. The Student Announcements Channel includes any announcement that is displayed within the "Student Announcements" section in MyLMU. It is one of the institution's official 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:

- a. Messages must be intended for all students.
- b. Messages must be of a time-sensitive nature.
- c. Typical announcements in this channel may include registration deadlines, financial clearance deadlines, student event notifications, and ASLMU announcements.
- d. Messages in this channel are not related to specific events.

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
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