

## **TMS Committee**

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## **BOARD POLICY – College Mass Communication**

GCC encourages the use of information technology to support its mission in providing services and information to its students. The College has many options for communicating with students, faculty, staff and other groups. Technology has made it possible to send messages simultaneously to all students, categories of students or other large groups via electronic communication to inform them of campus events, college information or matters of campus security. It is in the interest of the College and its students that information sent in a mass communication mode is coordinated, accessible and of a nature that meets institutional standards. It is essential that information be available in more than one delivery mode to ensure that it can be easily obtained by all members of the group for which it is intended, including people with disabilities. The College will continue to seek the most effective and efficient methods of communicating with its students, faculty, staff and other groups.

## **Administrative Regulations – College Mass Communication**

The intent of these regulations is to provide guidance on the use of mass communication systems and to provide the coordination and management necessary to avoid excessive or inappropriate messages to students or others, to provide guidelines for appropriate message content and to provide procedures for implementing mass communication messages.

The college email system is intended to facilitate greater communication among faculty, students and staff. Effective management of email is a key objective of records and information management. Email is subject to FERPA regulations and the college's policy on student records. Precautions must be taken to protect personal privacy and the confidentiality of student information.

### Methods of Mass Communication:

The following are examples of the types of communication methods considered mass communication and are subject to these regulations and procedures in this policy:

- Phone blast
- Postal Service
- Campus phone messages
- Email
- Text message
- Cell phone communication
- Campus kiosks
- Website message
- Electronic Signs – Bookstore, marquee on Mt/Verdugo corner

### Examples of Appropriate Uses of Mass Communication

Mass communication messages should be limited to the following categories:

- General College information, such as:
  - o *Emergency situations*
  - o *Campus closures*
  - o *Registration dates or deadlines*
  - o *Reminder of last day to add classes*
  - o *Scholarship deadlines*
- Information on campus or college-related events, such as:
  - o *Notice of Transfer Fair*
  - o *Dates of plays or recitals*
  - o *Art exhibits and open lectures*
  - o *Student government elections*
- College announcements of importance to the students in the group, such as:
  - o *Notice to EOPS students of Financial Aid Workshop dates*
  - o *Counselor reminder to caseload of last day to apply for graduation*
- Information on a change in college or office policy or procedure, such as:
  - o *Notice of change in Admissions Office hours*
  - o *Campus closures*

- *Parking announcements*

Examples of Inappropriate Use of Mass Communication:

College mass communication systems or media, other than GCC systems approved for these purposes, may not be used for or contain the following:

- Personal information or opinions
- Selling or procuring of merchandise
- Political statements or advertisements
- Violation of copyrighted materials

Authorization

To ensure that messages are appropriate, not duplicative and sent in a coordinated and efficient manner, the following authorization is required.

1. Messages of general interest sent to all students (for example new programs, parking closures) must be approved by the Superintendent/President or respective Vice President.
2. Messages sent to groups of students participating in special programs (for example, EOPS students or all students enrolled in ESL classes) must be approved by the department dean or equivalent level manager.
3. Messages appearing on the electronic sign over the Bookstore must be approved by the Dean of Student Affairs
4. Messages on the electronic sign marquee on the corner of Mt. and Verdugo Avenues must be approved by the Superintendent/President or Designee.
5. Individuals will have the opportunity to be excluded from non-essential college lists

Privacy

All communications are subject to FERPA (Family Education Right to Privacy Act) regulations and should not contain any information identifying a particular student. (GCC Board Policy 5510 )

Email/Web Security

All email and web communications are subject to the security and user policies of the college. These can be found at <http://www.glendale.edu/staff/policies.htm>.