Glendale Community College District

3730
Administrative Regulation

COLLEGE MASS COMMUNICATIONS

Mass communication is the means by which individuals and entities relay information to large segments of the population at the same time. These regulations are provided to avoid excessive or inappropriate messages to students, faculty, staff or other groups, to provide guidelines for appropriate message content and to outline procedures for implementing mass communication messages.

Methods of Mass Communication:
Examples of the types of communication methods considered mass communication are automated phone messages, campus kiosks, email, electronic signs, posted mail, text messaging and messages posted to the District website.

Compliance with Privacy Laws and Regulations:
Mass communication is subject to all federal and state regulations, such as, the Family Educational Rights and Privacy Act (FERPA) and the college's policy on student records. Precautions must be taken to protect personal privacy and the confidentiality of student information. Technology use policies established by the Office of Information Technology must be followed.

Accessibility of Mass Communication:
Individuals with disabilities are guaranteed access to educational institutions and systems of communication under the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Amendments to Section 508 of the Rehabilitation Act clarify accessibility requirements for EIT developed, procured, maintained, or used by federal agencies. Communication systems shall be reviewed to ensure accessibility to all intended recipients. The provision of information in alternate formats will be made upon request.

Uses of Mass Communication:
Mass communication messages may include:

a. Emergency information, such as, evacuation procedures, notices of criminal activity, campus closures or other announcements affecting the safety of the campus community.

b. Information of importance to the general student population, such as, class cancellations, registration dates or deadlines, reminders of the last day to add classes, application deadlines, changes in office hours, parking information or announcements of campus events.

c. College announcements to specific student populations, such as, communications by an office to its student constituents.

d. Important information and announcements related to college business.

e. College-related event information and college-related significant accomplishments of employees and students.

Inappropriate Use of Mass Communication:
All material transmitted must be in compliance with copyright laws and policies. College mass communications systems or media may not be used for personal reasons, such as disseminating personal information or opinions or the selling or procuring of merchandise and/or services, except on District systems approved for these purposes, such as the GCC Issues listserv and the GCC Personal listserv.

Authorization to Implement Mass Communication:
To ensure that messages are appropriate, not duplicative and sent in a coordinated and efficient manner, the following authorization is required:

a. Emergency messages must be authorized by the Superintendent/President and/or the College Police.
b. Messages of general interest sent to all students (for example new programs, parking closures) must be authorized by the Superintendent/President or designee.
c. Messages sent to groups of students participating in special programs (for example, EOPS students or all students enrolled in ESL classes) must be authorized by the dean or equivalent level manager of the office sending the message.
d. Messages appearing on electronic signs must be authorized by the appropriate department manager in consultation with the Director of Communications.
e. Messages appearing on the electronic marquee on the corner of Mountain and Verdugo Avenues must be authorized by the Director of Communications.

Designated Group Email Distribution Lists (email listservs)
The following college-wide email listservs will be in place and maintained by the District:

a. "Everyone" – to be used to send important information and announcements related to college business and only activated by the Superintendent/President's Office, College Police, vice presidents, Communications Office, and ITS.

b. "GCC" – to be used to send college-related event information and college-related significant accomplishments of employees and students.

The following email listservs will be available to communicate college-related business to designated groups of college-wide personnel:

a. ftf - full-time faculty
b. ptf - part time faculty
c. class - classified staff
d. managers – managers and confidentials

The following non-essential college listservs will be available on an opt-in basis and for which the District is not legally responsible for the content:

a. Issues – to be used to send commentary and opinions regarding issues related to any subject.
b. Personal – to be used to post the sale of personal items, to make or request business recommendations, and to carry on personal discussions.

Non-Participation Policy:
Individuals will have the opportunity to be excluded from non-essential college lists, except for emergency warnings, evacuations and campus closures and other messages that affect personal safety.

Privacy Policy:
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 technology used in mass communication messages is subject to the user and security policies developed by the Office of Information and Technology Services.

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