

Subject: Broadcast Emails to Students
Number: 556
Issued by: Director of Student Life
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The USCB Registrar manages the broadcast email communications with USCB students. All currently enrolled students are included in this communication device; there are no sub-groups. The Director of Student Life has the ability to send weekly emails/updates as deemed necessary.

Those wishing to send a broadcast email may do so in the following way:

Send proposed message to the Vice chancellor for Student Development. With authorization, the message will be sent. Without such authorization, the message will not be sent.

Approved email messages must meet the following guidelines:

- 1 Be brief. Memos and letters to students will generally not be sent as broadcast email. It is suggested that messages be one paragraph in length, four to five sentences, and six lines of text.
- 2 The student should be referred to a web site where he/she will see more detail about the message. The web address should be included at the end of the paragraphs so the reader can go to the referred link automatically.
- 3 The message will have a 'sponsor'. His/her name will be at the end of the message with an email address. The sponsor is asked to not include extraneous information (e.g. a quote from Pogo or Dilbert or Susan B. Anthony).
- 4 Emails from student organizations must have the approval of their president, advisor and the Director of Student Life.

The following guides will also be utilized in sending broadcast emails:

1. No more than one broadcast email per day will be sent to any student.
2. Emergency information has the highest priority for authorizing sending.
3. The Vice Chancellor for Student Development will send a copy of the message to the appropriate administrative staff the content of the email so they may be aware of messages students are receiving.
4. Authors should plan on a 72 hour turn around from submission of final wording of email to student receipt of email.