



WORKING TOGETHER | PURSUING EXCELLENCE | INSPIRING ACHIEVEMENT

Operational Memorandum
Sacramento City College

OM: 1.A.2

Adopted:

Attachment I:

Email Guidelines

Strategic use of email can improve employee productivity and enhance the College's ability to deliver critical messages. To minimize the impact of email traffic on the campus community and to avoid placing undue burden on computing and networking systems, large-scale campus electronic mailings is restricted to the following circumstances: (1) for the purpose of conducting official campus business, or (2) to mailing lists to which the recipients have subscribed.

Appropriate Use of Internal Mass Email:

Mass email is appropriate for information that pertains to the majority of the recipients, is critical and/or time-sensitive, and meets one or more of the following standards:

- Alerts the campus community to situations about health and safety risks
- Provides information essential to the operation or execution of business
- Notifies the campus community about changes in governance, policy, and practice
- Communicates important information from the president or other college senior leadership

Inappropriate Use of Internal Mass Email:

Inappropriate use of internal mass email includes, but is not limited to:

- Messages that are not in line with the college's mission, vision or values;
- Messages that are commercial in nature with the exception of those messages that are in support of university business
- Marketing or advertising of programs, majors, classes, products, or events offered or sponsored by the college
- Solicitations for contributions, charities or participation in personal activities not related to the college
- Solicitations for non-college businesses operated by college faculty or staff
- Messages that are discriminatory or infringe on privacy
- Announcements that do not meet the outlined standards, or are inappropriate for mass email should use other communication channels



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Best Practices Guidelines:

To promote operational efficiency and network security, the following guidelines govern internal mass email:

- A mass email message should be self-explanatory, clear and concise. If there is a need to convey more information, the sender should link to a webpage or seek other communication channels
- Include a succinct subject line that conveys the email's purpose
- Provide a link or contact information about where people may ask questions or get more information
- Avoid sending frequent or repeated messages. Follow-up messages or reminders should seek other communication channels, with the exception of emergency communications
- Collaborate with others at the college to avoid redundancy and reduce the number of messages sent
- Attachments are not allowed in mass email. A link to a webpage is recommended
- Avoid acronyms and jargon. Do not use acronyms on first reference in the body of a message
- Check spelling and grammar, and copy edit message to align with the SCC Style Guide and AP Stylebook
- Avoid sending mass emails at the end of the day or on Friday afternoons to prevent the message from getting "lost" during non-work hours

Additional Internal Communication Channels:

Before deciding on mass email as the choice for any communication, units are strongly encouraged to use:

- Cityscape: The faculty and staff newsletter. Submit information and story ideas via the Publicity Request Form.
- Student Newsletter: Submit information and story ideas via the Publicity Request Form.
- Events Calendar: Request event calendar editor access from the Webmaster or submit information via the Publicity Request Form.
- Cultivate a list serve of people who have opted-in to receive your information
- Print and digital signage
- College, campus, and departmental communications channels such as websites, list-serves, social media, or group or interpersonal communications