

NEW RIVER COMMUNITY and TECHNICAL COLLEGE

PROCEDURE NO. 24

TITLE: Email as the Official Form of Communication
EFFECTIVE DATE: November 8, 2013

PROCEDURE

1. PURPOSE

To establish that New River Community and Technical College email is the official method of communication among faculty, staff and students and to ensure that email messages from the College directed to faculty, staff and students are delivered and accessible to the intended recipient.

2. SCOPE AND APPLICABILITY

This procedure applies to all constituents of the College, for whom a College email account is provided, including but not limited to students, staff, faculty and external entities. This procedure will apply to all email accounts established by New River Community and Technical College for faculty, staff and students. Persons who are given access to New River's system are expected to familiarize themselves with and abide by the procedures in this document. Violations of the procedure may result in loss of email privileges at the College, disciplinary action, and/or legal action where applicable.

3. DEFINITIONS

- A. College Email Account – an email account provided by New River (associated with a domain name owned and managed by the institution) and assigned for the exclusive use of one individual.
- B. College Directory – the publicly available address book associated with the faculty/staff email system.
- C. All User Email Account – A group email account used to send information on behalf of the College Administration (or one of its campuses/departments/divisions) to constituent groups in the College Directory.
- D. College Course Based Email – Every New River course has a course shell created in Blackboard. There are communication tools integrated within these course shells that use an internal email system. Many approved textbooks sold with access codes also offer integrated email systems that are used solely for communication among students and instructors. Since these internal messaging systems are only accessible to New River students and faculty, signatures are not required; however, other elements of this policy do apply.

4. PROCEDURES

- A. All official electronic communications originating from New River will be sent to the New River email addresses of employees and students. We will not communicate official electronic communications using personal email addresses.
- B. How and when email addresses are established can be found at <http://web.newriver.edu/procedures/email.html>. Additional topics addressed in this link are setting up accounts, password requirements, default settings and deleting accounts.
- C. It is possible for students, faculty and staff to configure their College email account to forward their College email to a preferred email address. However, faculty and staff are expected to use the College provided email tools, but if they choose to forward the College email to their preferred address, then certain criteria applies.
 - a. Technology Services can provide the steps for forwarding the email.
 - b. Technology Services cannot provide support for users who encounter issues relating to their personal email accounts.
 - c. One drawback of forwarding the New River email account to another account is that when the email arrives, it will be sent by you, to you. This causes confusion when replying to the email because you cannot just “reply”, you will have to “forward” to the person you are replying to.
 - d. Forwarding College emails to a personal account can lead to a potential security compromise. Employees who forward emails to personal accounts are responsible for the security of the College information.
- D. All official employee College email accounts will be available in the College’s Directory.
- E. Email communication from New River employees to students must originate from an official College account.
- F. Email communications addressed to “All Users” will be approved and sent by the following departments/divisions: Academic Affairs, Communications, Finance, Human Resources, Institutional Advancement, President’s Office, Student Services, Technology, and Workforce Education. The supervisor of these departments/divisions will approve the distribution of the departmental/division message prior to distribution.

The email communication will be distributed from a department/division designated account and not from any one individual’s account. Only departments/divisions, designated by the President and listed above are permitted to send emails via these accounts. Messages sent from these accounts should contain appropriate content that furthers the mission of the College through these different departments/divisions.

- G. Approved email signature lines must be used to ensure that recipients know who

you are. The signature line includes your contact information, including your name, position/title (title given to you by the College), mailing address, website, and telephone number(s). Refer to page 25 in the Graphics Standard Manual to find the New River approved fonts. See sample below.

SUSIE Q. SMITH

Susie Q. Smith
Official Title (Given by the College) or Office/Department
New River Community and Technical College
www.newriver.edu
Street Address
City, State, Zip Code
Office Phone (if applicable)
Cell Phone (Optional)
Fax

The College's or Foundation's mission statement is the only approved tag line. Do not use inspirational messages or other popular tag lines. Be mindful when adding colored or designed backgrounds to your emails. Visually impaired individuals have trouble viewing the content.

Below is the approved disclaimer for the College. When using it, please place your telephone number in the body of the notice.

Confidentiality Notice: This electronic message transmission contains information from the New River Community and Technical College which may be confidential or privileged. The information is intended to be for the use of the individual or entity named above. If you are not the intended recipient, be aware that any disclosure, copying, distribution, or use of the contents of this message is prohibited. If you have received this electronic transmission in error, please notify us by telephone at (304) xxx-xxxx immediately.

H. Email archive is also available to all employees. Please visit this link to understand the processes.<http://web.newriver.edu/procedures/email-archive-procedure.pdf>

5. RESPONSIBILITIES

- A. Email accounts provided by the College are intended for College-related activities. Fraudulent, threatening, harassing, or obscene messages and/or materials are not to be sent or stored. Inappropriate mass mailings are prohibited.
- B. Email is considered College property and can be retrieved, examined and used in a court of law. You should assume that email over the internet, is not secure. Never put in an email message anything that you wouldn't put on a postcard. Remember that email can be forwarded, so unintended audiences may see what you have written. The email might also be inadvertently sent to the wrong party,

so always keep the content professional to avoid embarrassment.

- C. All messages contained with the College's email system are the property of the institution.
- D. Technology Services is responsible for the maintenance of the College directory and email system, including the creation of accounts.
- E. College departments must ensure that messages are appropriately addressed to College email addresses.
- F. Faculty, staff and students must maintain their College and/or preferred email address to ensure that they receive their email.
- G. Faculty, staff and students are responsible for reading and responding to email notifications sent to their official email account in a timely manner. Missed deadlines or other repercussions resulting from failed email forwarding or poor mailbox maintenance will NOT be excused.

RELATED POLICIES AND/OR PROCEDURES:

RESPONSIBLE OFFICE: Office of Communication

Approved By: President's Cabinet

Revised: December 9, 2013, March 18, 2014