NEW JERSEY
CITY
UNIVERSITY

Policy & Procedures

University Communications Policy

Issued by: Technology Steering Committee
Effective: October 24, 2007
Applies to: All University communications

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Introduction

As an institution of higher education, New Jersey City University communicates with its constituencies frequently and for a variety of reasons. Various communications channels are used to meet these needs, including letters, print material, mass mailing, broadcast and individual electronic mail, email lists, news publications, and website announcements

The GothicNet Portal is the central gateway to all University information systems, virtual services, and electronic communications. It is an effective aggregator of information, administrative applications, and self-service features, and can thus create a powerful synergy that the University is in a strong position to leverage. The availability of self-service features draws users to the portal initially, but it is the ongoing delivery of quality information that gets them to come back.

Purpose

The purpose of this policy is to establish guidelines for identifying the channel most appropriate for each category of communication. Through this policy, the University will achieve its goals of improving the effectiveness of communications; creating capabilities that streamline the process of communicating; and communicating efficiently.

Policy

The primary publication channel for communications is electronic media. Electronic media include the University public and portal websites, email, and other technologies as developed. These electronic media will represent an official means of communication, and the University community will be expected to access these sources of information on a regular basis.

The intent of fully utilizing the capabilities of electronic media is to reduce the reliance on paper communications, the labor required to produce and prepare them for distribution, and the costs associated with mailing them.

The University also recognizes that traditional channels of communication are required for certain purposes. Those communications which are appropriate to deliver in print should be prepared in a manner that (where appropriate) qualifies them for postal automation and reduction in rates.

To communicate with relationship-based audiences (for example, Undergraduate Student, Faculty, Staff) and affiliation-based audiences (for example, major, program membership, student group, employee type), the GothicNet Portal is the designated channel. Broadcast electronic mail intended for students, faculty, and staff is supported through electronic listservs, which are used only to communicate messages of a time or mission critical nature, or essential to public safety; these listservs are not intended as discussion forums. Individual E-mail and (when developed) portal messaging are appropriate for communications intended for single individuals and/or messages for which a response is required.

In addition, this policy permits only specifically identified officials to publish to the University's proctored listservs. These purposes are typically to release safety-related announcements, as well as notification of mission-critical and/or time-sensitive topics, and information technology-related announcements. These proctored listservs are not intended as discussion forums or as two-way communications.

As a goal, the University intends to explore the utility of new technologies (such as text messaging) and to offer to its community the ability to subscribe to a delivery channel of choice for certain categories of communications, yet still remain under obligation to retrieve communications sent via the official means.

Appropriate usage of each communication channel is defined in Appendix A, and illustrated by example in Appendix B.

Key Performance Indicators (KPIs)

Communications to members of the University community are provided through the appropriate channel.

Procedures

Access to submit content for publication in the GothicNet Portal, and for sending e-mail communications through the STUDENTS and STAFF lists is restricted to an identified group of University officials. University officials who have been granted rights to publish and approve content to electronic media will be designated by the Information Technology Steering Committee; membership in this group may be expanded temporarily in the event of emergency communication needs. These officials will be given training on the process for preparing and submitting content to the GothicNet Portal, and for electronically mailing via the proctored listservs.

Appropriate usage of the GothicNet Portal will be monitored by the Office of Campus Information Systems, and by the Department of Information Technology for e-mail listservs.

Discussion forums and subscription listservs will be established to allow the University community a channel through which to communicate issues related to current events and announcements of life events, as well as express opinions and make commentaries. Subscription to these channels is elective.

Compliance with print communications usage will be monitored by the Divisional Vice Presidents' Offices and Auxiliary Services. In order to proactively enforce this component of the policy, an initial review of prior bulk mailings will be conducted by Auxiliary Services and Campus Information Systems, who will recommend to the Divisional Vice Presidents' Offices those channels appropriate to this policy. For new communications, Auxiliary Services will require University offices and departments to provide advance notification of bulk mailings (i.e., those in excess of 200 pieces); Auxiliary Services will consult with the Office of Campus Information Systems to assess the feasibility of using electronic media as an alternative. Print communications released through bulk mail should be prepared in a manner that qualifies for postal automation. Offices using external vendors to meet their print communication needs should also consult with CIS to explore alternative channels and the advantages of postal automation.

Contact

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Related Documents

All content included in a communication published via any of the channels described herein is subject to the University policy on **Responsible Use of Computing Resources**. Where applicable, use of these channels must comply with the University policy on **Email as Official Communications**.

Appendix A

Purpose of Communications Channels

Channel	Purpose	Proctor
Public Web Site	This channel supports broadcast and recruitment-related information intended for the external community	Web Master
Portal Web Site	This channel supports news and information intended for the internal community, and self service features used by that audience to retrieve information maintained in the Enterprise System; this includes broadcast announcements of interest to the roles served by the portal, as well as role-based and time-defined content that is pushed out to the community through portal news publications, web magazines, and pagelets. The portal also supports community-building activities in which individuals cross-communicate (e.g., committee pagelets, community interest postings, discussion forums)	Campus Information Systems
Portal Messaging	This channel delivers messages directed to individuals or groups not categorized in a recognized role, and/or for which acknowledgement of receipt is required. This includes a feature that would enable administrative offices and faculty to send messages directly through a portal pagelet to an individual, a group identified on the basis of certain criteria, or to students enrolled in an individual class. *(NOTE: This Portal Messaging feature is a future development project).*	Campus Information Systems
email Lists (STAFF, STUDENTS, FACULTY)	This channel supports urgent and time-critical announcements that inform the University of safety issues, school closings, mission-critical events or actions, or information technology-related announcements. Access to publish to email lists is restricted to a limited number of individuals.	Information Technology
email	This channel supports communication from one individual to another, and/or for which a reply is required. It may also be used to alert individuals to important information or services that are available through other channels.	Information Technology
Discussion Forum	This channel is a designated listserv (i.e., NJCU-COMMUNITY) that allows the University community to post and reply to topics of interest, or of a social nature (life events, items for sale, etc). This channel is offered on a subscription basis. Future technologies may be developed and offered to support this channel.	Information Technology and Campus Information Systems

Channel	Purpose	Proctor
Graphical Media	To the extent possible, these should be supported by self-service (such as Class Schedules) or available via a link from the portal, instead of distributed in print format; use of portal pagelets is also possible, with a link pointing to the electronic version of the document	Publications
Posted Letters	This channel supports notification to an individual of an official action or decision by the University that relates to her admissions, enrollment, or employment status. Posted letters must comply with the requirements for postal automation.	Auxiliary Services

Appendix B

Illustrations of Appropriate Use of Communications Channels

Item	Public Web Site	Portal Web Site	Portal Message	email Lists	email	Discussion Forum	Graphical Media	Posted Letters
Recruitment Events	✓	✓	✓				✓	
Enrollment Events (opening of registration, payment deadline)		✓	✓					
Human Resource Events (open enrollment, benefits presentations)		✓						
Administrative Events (budgets, purchasing)		✓						
Campus Life Events		✓						
Information Technology Announcements		✓	✓	✓	✓			
Alumni Activities (events, news, schedules)	✓	✓	✓	✓	✓	✓	✓	✓
Development Activities (Fund Raising)	✓	✓			✓		✓	✓
Student Government Announcements & Events		✓						
Course Offerings & Schedules	✓	✓						
School Closing	✓	✓		✓				

Item	Public Web Site	Portal Web Site	Portal Message	email Lists	email	Discussion Forum	Graphical Media	Posted Letters
Discussion Forums (by subscription)		✓						
Community News (death, illness, retirements; commentary, by subscription)		✓		✓				
Meeting Announcements (committees, unions, departments)		✓						
University Magazines (external audience)	✓						✓	
University Magazines (internal organizations)		✓						
Departmental News		✓						
Athletic News/Newsletters	✓	✓						
Student Newspaper		✓						
Cultural Events	✓	✓						
Offer of Admissions								✓
Offer of Employment								✓
Drop/Non-Payment								✓
Academic Probation/Dismissal								✓
Faculty & Advisor to Student			✓		✓			
Office to Student Correspondence (non-official action)			✓					

Item	Public Web Site	Portal Web Site	Portal Message	email Lists	email	Discussion Forum	Graphical Media	Posted Letters
Class Schedules		✓	✓					
Class Rosters		✓	✓					
Bills/Payment Reminders		✓	✓					
Grades		✓	✓					
Mid Term Progress Reports		✓	✓					
Comments on University Life, Social Issues						✓		
Announcements of Life Events						✓		