

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Blinn Announcement (Mass Email) Guidelines*

EFFECTIVE DATE: March 31, 2015

BOARD POLICY REFERENCE: CR

PURPOSE

When appropriate, the Office of Marketing and Communications has the ability to send email announcements to broad groups, such as faculty, staff and students – which can reach system-wide and also campus and faculty specific.

OBJECTIVES

The College has established mass-mail guidelines that limits the sending of large-scale e-mailings to pertinent information only that meets the following criteria:

- The information must be Blinn College business related
- The information must be of a critical nature (something recipients need to know)
- The message must be short (1-2 paragraphs is recommended)
- Cannot include attachments
- No reminders (only one message per topic will be sent)
- No event related announcements will be sent

CONTENT

Blinn Announcement may be used to communicate the following types of messages:

- Urgent messages (emergencies and security matters)
- Important informational messages related to the operation of the College
- Time-sensitive official communications from the College Administration

AUTHORITY

Use of mass email to announce events, make commercial announcements or to send personal messages is not appropriate and will not be approved.

ALTERNATIVES

The [Blinn Calendar of Events](#) is the appropriate place for announcements of parties, receptions, sales and other events less critical to the operation and safety of the campus. Additionally, events submitted to the Blinn calendar in a timely manner will be included for two weeks in the Blinn Bulletin Board. These are free alternatives to help advertise your event.

You should consider these as alternatives to a mass e-mailing in light of the nature and scope of your message.

- Posters/Flyers (submit a [Marketing/Communications Request](#) for these)
- Direct emails by deans, assistant deans or directors to help disseminate information
- Verbal announcements at group meetings

PROCEDURE

To request a Blinn Announcement, submit a [Marketing/Communications Request](#).