Subject: Use of the Student Electronic Mail System for Large-Scale Notifications and Distribution of Information

1. <u>Purpose</u>

This policy addresses the use of the Virginia Community College System's (VCCS) Student Electronic Mail System for large-scale communications to Tidewater Community College (TCC) students. This policy also establishes expectations for e-mail communication between the college and its students for college business purposes.

TCC considers electronic mail (e-mail) a primary mechanism of official communication with students for academic and administrative purposes. The college reserves the right to send official communications to credit students by e-mail to their addresses in the VCCS Student Electronic Mail System. Credit students are expected to regularly review their accounts in the VCCS Student Electronic Mail System and to read e-mail sent to them by the college.

2. <u>Policy</u>

Authority to use or to authorize a subordinate to use the VCCS Student Electronic Mail System for mass e-mail to credit students rests with the President and the members of the President's Cabinet. The use of mass e-mail is reserved solely for TCC business. To that end, mass e-mail may be used to communicate announcements of the following:

- college- or campus-sponsored events;

- implementation of official college policies or changes in policy;

- disruptions or changes in services (e.g., Learning Management System availability);

- TCC Alert information and/or timely warning information under the Clery Act;

- Academic, registration, or tuition-payment deadlines; and

- other college business as determined by the President or member of the President's Cabinet.

When sending mass e-mails, consideration should be given to the multiple college sources sending e-mails to students. All efforts should be made to limit mass e-mails to essential information.

The Vice President for Information Systems shall maintain six general purpose, periodically updated, student e-mail distribution lists:

- all TCC students with active accounts in the VCCS Student E-Mail System (those enrolled in the previous term, the current term, and in the upcoming term);

- all TCC students enrolled in the current term;

- all TCC students enrolled in the current term with one or more classes at the Chesapeake Campus;

- all TCC students enrolled in the current term with one or more classes at the Norfolk Campus;

- all TCC students enrolled in the current term with one or more classes at the Portsmouth Campus; and

- all TCC students enrolled in the current term with one or more classes at the Virginia Beach Campus.

In addition to the six general purpose student e-mail distribution lists, temporary ad hoc lists will be created and provided to the requesting President's Cabinet member to meet a specific need.

The Vice President for Student Affairs shall monitor the use of the VCCS Student Electronic Mail System for large-scale notifications and distribution of information to TCC students. Occurrences of apparent inappropriate use shall be referred to the supervising President's Cabinet member for appropriate action.

3. <u>Responsibilities</u>

The Vice President for Student Affairs, in consultation with the Vice President for Information Systems, shall be responsible for developing and maintaining procedures that are consistent with this policy and that comply with applicable policies and procedures of the VCCS and that assure that mass e- mail communications sent to TCC students reflect well upon the image of the college.

4. <u>Procedures</u>

Procedures for this policy are located on the website.

5. <u>Definitions</u>

Mass e-mail. A single electronic communication sent simultaneously to all TCC students or to a large sub-set thereof (e.g., those attending classes on a particular campus).

6. <u>References</u>

VCCS Policy: Section 6 Student Development Services, 6.0.10 Email Accounts

7. <u>Review Periodicity and Responsibility</u>

The Vice President for Student Affairs shall review this policy annually on the anniversary of its approval and, if necessary, recommend revisions.

8. <u>Effective Date and Approval</u>

This revision to the policy is effective upon its approval by the College President on August 8, 2022.

Policy Approved: Procedure Developed:

<u>Marcia Conston, Ph.D.</u>   <u>Karen Campbell, Ph.D.</u>
President   Vice President for Student Affairs

9. <u>Review and Revision History</u>

The initial version of this policy was approved on September 4, 2007.

The policy was re-formatted to be consistent with the college's format for policies and procedures in July 2009.

- Revision 1 updates the policy with the corrected title of the responsible Vice President. It also establishes clearer separation of purpose, policy, and procedures. Finally, it specifies more clearly how and when mass emails should be sent.

Approved July 7, 2016 by President Edna V. Baehre-Kolovani, Ph.D.

- Revision 2 deletes redundant information, corrects the spelling of Clery and updates titles.

Approved August 8, 2022 by President Marcia Conston, Ph.D.