

Guidelines for Campus-wide Electronic Communications

Introduction

Electronic mail at Goucher College has become an essential part of how the college communicates and how it conducts business. The use of electronic mail messages can be an important tool in providing important announcements and information to the entire campus community. But this medium needs to be used with sensitivity to the appropriateness of the message and volume of messages.

The Goucher Digest informs students, faculty, and staff about announcements, upcoming events, extracurricular activities, employment opportunities, ride announcements, items for sale, lost and found, etc. The Digest is published Monday through Friday before 9AM in an e-mail format to the entire campus community. The Goucher College Home Page contains a link to the Digest (<http://www.goucher.edu/digest>). This web page provides access to the current edition and archives of the Digest. This web page also provides students, faculty, and staff with the ability to submit an entry in the Digest.

Information on meetings and events can also be posted and advertised in the Goucher College Web Calendar (http://www.goucher.edu/calendar/calendar_template.cfm).

Official Mailing Lists

Goucher College has created three official mailing lists for the campus:

- Official Faculty
- Official Staff
- Official Students

The ability to send e-mail to the official lists is available to the President, the Vice Presidents, and the President of the Student Government Association. Other individuals, due to the responsibility of their position, have also been provided with this ability.

The Information Technology Help Desk and the Center for Teaching, Learning, and Technology send e-mail to the official lists to announce new technology services, planned technology upgrades and outages, new services, technology training workshops, and to provide the campus community with tips and tricks for using technology.

Procedure for Requesting E-mail to be sent to Official Lists

Electronic mail messages that need to be sent to members of official lists should be forwarded to your Vice President. The electronic mail message will be sent by the Vice President's office on your behalf.

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Formatting Suggestions for E-mails to Official Lists

1. Subject Line

Include a subject line that is short, but accurately describes the intent of your message.

2. Proofreading

Proofread the message for spelling, grammar, punctuation and sentence structure. Regardless of whom the message is being sent on behalf of, it is up to the sender to assure it meets normal professional standards. Remember spell check capabilities are available.

3. Contact Information

Include contact information if the reader needs more information. This should include the contact person's name, phone number and e-mail address.

4. Provide a Different Reply-To address if appropriate

Many e-mail messages are sent from the Office of a Vice President on behalf of a department within the division. The Reply-To for the e-mail message should be set (if appropriate) to the person who would be able to answer specific questions about the information in the e-mail.

5. Attachments

Be sensitive to the size of e-mail attachments. Consider placing the attachment in a public folder rather than attaching the document to the e-mail.

6. Use of Pictures and Graphics

Be sensitive to the use of pictures, graphics, and background stationery. Unless correctly formatted, pictures and graphics substantially increase message size and may not be displayed if the message is viewed using Outlook Web Access.