

ATTACHMENT 3 - 9-25-13 - MEET & CONFER

August 27, 2013

To: President's Cabinet

From: James L. Parker, Vice President for Student Development and Enrollment

Re: Effective email communication

Effective and efficient email announcements are critical to an organization's communication. In recent student, staff, and faculty campus climate surveys as well as anecdotal campus assessments, there is a desire and need to improve campus communication. Additionally, students, staff, and faculty report all-campus emails are routinely deleted prior to the announcement being read.

As a means to increase the effectiveness of electronic campus communications, the below changes have been proposed by the President's Executive Leadership Group:

1. The Office of Marketing and Communication will create a weekly email that will contain regular and routine content such as updates on department programs, office hour changes and campus informational items. Faculty and staff can "opt out" to this communication and will be able to submit material for this campus announcement.
2. All 'All faculty, staff, and student' email communications will be for emergency and critical issues of campus importance. Attached is a policy recommendation on how all campus email communication will be sent.
3. The NTC and BSU portals will be encouraged as a means of communication. The portals can reach targeted audience in an effective, efficient manner.

It is the belief of the President's Executive Leadership Group that this approach will increase the effectiveness of campus communication. We are asking for your support in moving this communication strategy forward.