

## Announcement Policy for myIPFW

myIPFW has the ability to communicate with specific groups of users through the use of two Announcement channels through the Targeted Announcement options. The purpose of this policy is to set guidelines for the myIPFW users having access to this administrative functionality. Targeted announcements are categorized into two classifications:

1. **Campus Announcements** are created for the entire campus community to view in the IPFW Announcements channel.
2. **Personal Announcements** are based on a variety of attributes, including role (student, faculty, employee, etc.), major, enrolled course, myIPFW group membership, and Imported Group. The announcement can be configured to appear in the My Announcements channel and/or as an e-mail message for each recipient.

### Guidelines for Announcements.

The following guidelines must be followed:

A. Appropriate Use - Although Announcements in myIPFW are “internal” in the sense that they are only received by faculty, staff, students, and other University related entities, care should be taken to ensure that text is composed using an appropriate tone or attitude. Announcements in myIPFW are meant to be brief, informative and cordial in their composition. Individuals having access to create and send announcements are responsible for their content and must also consider the appropriate use of the media. In general, announcements should not be made for deadlines or activities concerning entities, clubs or organizations not chartered or approved by the University. Announcements that are fraudulent, harassing, defamatory, obscene, threatening, support commercial activities or are otherwise in violation of University policies, local, state and federal laws must not be posted.

B. Title – The announcement title should convey its topic or subject and be short (limited to 50 characters including spaces). The title appears as a link in the Channel. The title also serves as the email subject if a Personal Announcement is sent as an email.

C. Text – Announcements must have text – sending just a title or subject is not acceptable. The text of the announcement should be brief, generally less than 75 words. When applicable, the text should include all necessary items such as time, location, room, etc. A point of contact (name, department, and phone or University email address) for more information should always be included as well as a “by line” stating who posted the message. Example: *Posted Wednesday, April 7, 2008 by Charles A. Brown.* The “by line” should be the last sentence of the message. The announcement should include no graphics or attachments. Links to web sites or web-accessible documents are allowed.

### D. Delivery Options –

1. Campus Announcements appear in the IPFW Announcements channel. Information that qualifies as a Campus Announcement must be of interest to multiple roles, i.e. student, faculty and employee, which includes such topics as major campus news, weather related or closing information, campus health and safety issues, technology alerts and outages. Permission to post to the IPFW Announcements channel will be very limited to specific functional areas and the myIPFW Content Administrator. Those areas are directed to use discretion so that campus announcements are used on a very limited basis for information that is of special interest or in need of quick dissemination. The IPFW Announcements channel should not be used for events that are posted on the campus-wide calendar or for emergencies that are broadcast through the Emergency Notification System, except as described in the campus Crisis Management Plan. Final oversight of the use of the IPFW Announcements channel will be the myIPFW Content Administrator’s responsibility.
2. Personal Announcements can be sent through the My Announcements channel, as email, or both. The channel option should be used for most messages which announce activities or other general information. Permission to send announcements via email will be limited to certain functional areas and should only be used when the announcement requires the recipient to take action, respond, or meet a deadline. Posting announcements to both the My Announcements channel and email is redundant and should be avoided.

- a. The use of the "Role" attribute shall occur when the announcement affects or is of interest to 30% of the role's members.
- b. The use of the "Major" attribute shall occur when the announcement affects or is of interest to students enrolled in the identified major. The use of this attribute requires the posting party to know all the different names by which a major may be identified.
- c. The use of the "Enrolled Course" attribute shall occur when the announcement affects or is of interest to 90% of the course members. The use of this attribute is strongly discouraged via the Targeted Announcement process utility except when the announcement affects an entire department's courses.
- d. The use of the "Group Studio" attribute shall occur when the announcement affects or is of interest to entities with a stated interest in the topic as evidenced by their myIPFW group membership. The use of this attribute is strongly discouraged via the Targeted Announcements process utility. Announcements of this nature shall be sent via the Manage Announcement tool by the myIPFW Group leader.
- e. The use of the "Imported Group" attribute must be handled carefully and used only by those having an understanding of the populations defined within each group. Use of Imported Groups requires assistance from IT Services and is subject to the Imported Groups Policy.

E. Expiration Date - All messages must have an expiration date no longer than seven days after posting or not past the date of the deadline or activity being announced. Messages sent by email do not expire.

F. Frequency of Announcements - Each deadline or activity being announced will be limited to two announcements. One announcement may be used to notify users of an upcoming date ("save the date") and one announcement may be used within seven days of the date. No more than one announcement may be sent within the seven days prior to the deadline or activity. Individual departments, offices, or organizations on campus will be limited to posting no more than two Personal Announcements per business day. An exception to this frequency is granted to those specific functional areas and the myIPFW Content Administrator who have access to send Campus Announcements.

Reposting Announcements. Reposting of an announcement shall only occur in the case of rescheduled deadlines/activities or invalid information in the original announcement.

Approval Authority. Campus Announcements shall be approved and distributed by the myIPFW Content Administrator and identified Announcement Managers in the Chancellor's Office, University Relations and Communications, and IT Services. Personal Announcements (excluding announcements sent via myIPFW Group tools) shall be approved and distributed by approved Announcement Managers. The number of designees with access to this process will remain limited but cover multiple functional areas, including the Chancellor's Office, Academic Affairs, Student Affairs, Financial Affairs, Enrollment Management, Student Life, Athletics, Library, and Information Technology. Training is mandatory for any person designated as an Announcement Manager. Requests to become an Announcement Manager will be managed by the myIPFW Content Administrator who will also coordinate appropriate training. No more than one person from any IPFW department, office or organization will be approved as an Announcement Manager. The myIPFW Content Administrator will serve as the back-up for any Announcement Manager in their absence. Functionality for permissions and grants will be used to limit who can send what type of announcements to which type of groups or attributes.

Requesting Announcements. Requests for announcements are to be submitted to the appropriate Announcement Manager with the required elements no later than two business days before the posting is to be effective. An exception to this requirement is granted to those specific functional areas and the myIPFW Content Administrator who have access to send Campus Announcements.

Maintenance. Global delete and modify permissions for announcements are available to every Announcement Manager. This global ability is one of the reasons that training is mandatory. The Manage Targeted Announcements tool will not be available to designees until after the mandatory training session has been completed.

**Enforcement:** Announcements posted outside of these guidelines will be removed immediately and the Announcement Manager will be warned via written notification of the policy violation. Failure to comply with this policy can result in additional training requirements or revocation of access to the Targeted Announcement process within myIPFW.