Northeastern Illinois University (NEIU) creates a Targeted Announcements system to facilitate appropriate communication with the University, and establishes rules for its use. The policy facilitates the communication of important University information to specific groups of users via NEIU portal channels and NEIU e-mail by outlining appropriate uses of Targeted Announcements through NEIUport. The policy includes appropriate procedures for the creation, screening, and dissemination of announcements.

**POLICY STATEMENT**

Northeastern Illinois University (NEIU) creates a Targeted Announcements system to facilitate appropriate communication with the University, and establishes rules for its use.

**PURPOSE OF THE POLICY**

The policy facilitates the communication of important University information to specific groups of users via NEIUport channels and NEIU e-mail by outlining appropriate uses of Targeted Announcements through NEIUport. The policy includes appropriate procedures for the creation, screening, and dissemination of announcements.

**WHO IS AFFECTED BY THIS POLICY**

All users of NEIUport and individuals with NEIU e-mail accounts.

**DEFINITIONS**

The two types of Targeted Announcements available through NEIUport are “Campus” Announcements and “Personal” Announcements (titles pre-determined by the NEIUport system). Both announcements in NEIUport include a posting in the announcement channels on NEIUport and an e-mail option to send to all students, faculty and employees (all faculty and staff).

**Campus Announcements**

Announcements intended for students, faculty and staff that are of utmost importance such as emergency communications.

**Personal Announcements**

Announcements intended for students, faculty and staff. For example, announcements could be sent about events, activities, policy changes, and deadlines.

**REGULATIONS**

1. **CAMPUS ANNOUNCEMENTS**

Campus Announcement postings will only be sent to communicate about emergencies, closures of University buildings or services, and presidential communications.

1.1. **APPROPRIATE USE**

1) Emergency Communications
2) Building/Campus Closures
3) Presidential Communications
1.2. **AUTHORIZATION**

Campus Announcements on the NEIUport home page are to be approved by one of the following: President, Vice President, University Police, or designee. Individuals who want to post in the Campus Announcements channel will contact the Vice President for the division for approval. If approved, the message will be forwarded to the Public Relations Office for posting. In case of emergency, the President’s Office, University Police and University Technology Services are authorized to post these announcements.

2. **PERSONAL ANNOUNCEMENTS**

One person from each designated area of the University (see below under authorization) will be appointed and trained to send Personal Announcements on behalf of each division of the University.

2.1. **APPROPRIATE USE**

Personal Announcements must fit within one of the following categories:

1) College/Department Events and Activities
2) University-wide Deadlines (registration, financial aid, etc.)
3) Changes to Department/College Policies and Procedures
4) University-wide Meeting Announcements
5) New Hire/Search Info

Personal Announcements must target specific group(s). The three groups are students, faculty and all employees (faculty and staff).

Only ONE e-mail announcement per topic will be sent. **Multiple e-mails are NOT allowed.** An announcement of a change to the original information sent will need to be approved by the Vice President of the division.

**No images or attachments shall be allowed inside the e-mails due to demands on the network.**

Some examples of prohibited announcements include:

- General department updates
- Course availability announcements
- Non-NEIU related announcements
- Personnel departure announcements

**Death notices** of current employees, retired employees, and previous NEIU presidents will be sent out by the Public Relations office. To request a notice be sent via Personal Announcements, contact the Public Relations office. Death notices of family members of employees will not be permitted through Personal Announcements. Departments are encouraged to send via department/college/division e-mail listservs or individual e-mails.

2.2. **AUTHORIZATION**

One person from each of the following areas (and one backup person) will be given access to and trained to send Personal Announcements:

- President’s Office
- Academic Affairs
- Finance and Administration
- Institutional Advancement
- Student Affairs
- Enrollment Services
- College of Arts and Sciences
- College of Business and Management
1. CAMPUS ANNOUNCEMENTS

- The title of the message should be short (limited to 50 characters) and clear.
- The text of the announcement should be brief and include all necessary items such as who, what, when, where, as well as contact information (name, department, and phone/university e-mail address). A sentence stating who posted the message should appear as the last sentence of the announcement. For example, “Posted Tuesday, July 18, 2012 by Joe Smith, Institutional Advancement, (773) 442-xxxx, j-smith@neiu.edu.”
- Announcements must pertain to the majority of students, faculty and staff.
- No more than 3 announcements will appear in the Announcements channel at one time (per Portal specifications).
- This is not a space to announce special events. A personal announcements channel and other events channels within NEIUport will be used for this purpose.

2. PERSONAL ANNOUNCEMENTS

- Personal Announcements must target a specific group(s). The three groups are all students, all faculty and all employees (faculty and staff).
- Announcements targeted to specific departments/offices should be communicated via e-mail from a department or individual account, not through NEIUport announcements to all.
- Only ONE e-mail announcement per topic will be sent. Multiple e-mails are NOT allowed.
  - If an event includes multiple activities, send one e-mail with all of the events listed under the topic.
  - A follow up announcement of a change to the original information sent will need to go through the approval process a second time.
- For follow up to the e-mail, one additional Personal Announcements may be posted in the channel on NEIUport (without using the e-mail option).
- All announcements will have expiration dates. Announcements may be posted for up to 5 days. Announcement posting and expiration dates can be scheduled in advance.
- No images or attachments shall be allowed inside the e-mails due to demands on the network.
- Announcement titles of each message are limited to 50 characters.
- Create brief announcement text and include all necessary items such as who, what, when, where, etc, as well as contact information (name, department, and phone/university e-mail address). A sentence stating who posted the message should appear as the last sentence of the
announcements. For example, “Posted Tuesday, July 18, 2002 by Joe Smith, Institutional Advancement, (773) 442-xxxx, j-smith@neiu.edu.”

AUTHOR REFERENCE

Luminis – Policy on Targeted Announcements

Metropolitan State College of Denver – Content and Policies and Guidelines for Metroconnect

HISTORY

03/30/2012 – Revised; entire policy revision and title change. Previously titled “Campus and Personal Announcements.”
03/17/2007 – Revised; edited various regulation and guideline information.

RELATED POLICIES, DOCUMENTS, AND LINKS

I1.1.1 – Acceptable Use of Information Technology Resources

Student Code of Conduct

CONTACT INFORMATION

Please direct questions or concerns about this policy to:

<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant VP for Marketing and Public Relations</td>
<td>(773) 442-4226</td>
<td><a href="mailto:e-krehbiel@neiu.edu">e-krehbiel@neiu.edu</a></td>
</tr>
</tbody>
</table>

DISCLAIMER

The University reserves the right to modify or amend sections of this policy at any time at its sole discretion. This policy remains in effect until such time as the Responsible Officer calls for review. Requests for exception to any portion of this policy, but not to the policy statement, must be presented in writing to the Responsible Officer.