

Volume G2: General Administrative	G2.99.4 Targeted Announcements Effective Date: 01/02/2007 Last Revision: 06/23/2016	Responsible Office: Marketing & Communications
Chapter 99: General		Responsible Officer: Director

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 email 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 email 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 email 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* email announcement per topic will be sent. **Multiple emails 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 emails 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
- Announcements for specific scholarships

Death notices of current employees, current students, retired employees, and previous NEIU presidents will be sent out by the Office of Public Relations. To request a notice be sent via Personal Announcements, contact the Office of Public Relations, which will work with the Office of Human Resources or the Dean of Students. Death notices will follow a similar template format that includes date of death, experience at Northeastern, funeral service information and a link to an obituary. Information about charitable donations will not be permitted in the announcement. Death notices of family members of employees will not be permitted through Personal Announcements. Departments that wish to share more detailed communications are encouraged to send via department/college/division e-mail listservs, individual emails or social media.

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
- College of Education
- Library
- University Police
- University Technology Services
- Graduate College
- Human Resources
- El Centro
- CCICS

GUIDELINES

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 email from a department or individual account, not through NEIUport announcements to all.
- Only ONE email announcement per topic will be sent. Multiple emails are NOT allowed.
 - If an event includes multiple activities, send one email 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 email, one additional Personal Announcements may be posted in the channel on NEIUport (without using the email option).
- All announcements will have expiration dates. Announcements may be posted for up to 7 days. Announcement posting and expiration dates can be scheduled in advance.
- No images or attachments shall be allowed inside the emails 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 email address). A sentence stating who posted the message should appear in x-small text as the last sentence of the

announcement. For example, "Posted on behalf of Jane Smith, Ph.D., Office of Alumni Relations, by Joe Smith, Institutional Advancement."

AUTHOR REFERENCE

Luminis – Policy on Targeted Announcements

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

HISTORY

03/07/2024 – Reclassed to G2 General Administrative from I1 Information Technology

06/23/2016 – Revised; updated policy for death announcements; updated policy for announcement attributions; updated list of prohibited announcements

03/30/2012 – Revised; entire policy revision and title change. Previously titled "Campus and Personal Announcements."

12/10/2009 – Revised; reformatted document.

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:

Contact	Phone	Email
Director of Marketing & Communications	(773) 442-4220	c-childers@neiu.edu

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.