

<b>Volume G2:</b> General Administrative	<b>G2.99.4</b> <b>University Electronic Announcements</b>  <b>Effective Date:</b> 01/02/2007 <b>Last Revised:</b> 07/28/2025	<b>Responsible Office:</b> Marketing and Communications
<b>Chapter 99:</b> General		<b>Responsible Officer:</b> President of the University

## POLICY STATEMENT

Northeastern Illinois University (NEIU) distributes electronic announcements to communicate essential information to the University community.

## PURPOSE OF THE POLICY

To outline the rules and procedures for creating and disseminating electronic announcements to the University community.

## WHO IS AFFECTED BY THIS POLICY

All users with an NEIU email account.

## DEFINITIONS

**University Announcements (UAs)** - Announcements sent to students, faculty, staff, and other NEIU community members, including announcements to the University community from the Board of Trustees, will be sent from the President's University mailbox.

**General Targeted Announcements (GTAs)** - Announcements sent to students, faculty and staff with information including events, activities, policy changes, and deadlines. Last-minute General Targeted Announcement requests do not qualify as Urgent Targeted Announcements.

**Urgent Targeted Announcements (UTAs):** Announcements to inform the University about situations threatening safety or disrupting University operations, such as severe weather, security threats, infrastructure failures, or urgent changes in government or education policy.

## REGULATIONS

### NO 'OPT-OUT'

Nmail users cannot opt out of University Electronic Announcements.

### UNIVERSITY ANNOUNCEMENTS

The President, the Executive Director of Marketing and Communications, or a President-designated staff member shall manage and distribute University Announcements. University Announcements are sent from the Office of the President and include information deemed important by the President, including updates on University news, events, enrollment, academic programs, emergencies, and services.



## **Appropriate Use**

University Announcements provide University information including updates on news, events, enrollment, academic programs, emergencies, and University services.

## **Authorization**

The President, the Executive Director of Marketing and Communications, or a President-designated staff member shall manage and distribute University Announcements.

## **TARGETED ANNOUNCEMENTS**

There are two types of Targeted Announcements: General Targeted Announcements and Urgent Targeted Announcements. Last-minute General Targeted Announcement requests do not qualify as Urgent Targeted Announcements.

### **Content Approval**

Announcement content must be approved by the area Director, Dean or Vice President prior to each request for distribution.

### **Required Elements**

Each announcement must contain the following information:

- Who the message is from
- Who the message is to (audience)
- Date of the message
- Copy/content to be included in the announcement

### **Content Requirements**

- An event with multiple activities should be consolidated into one communication.
- Announcements must include key details: who, what, when, where, contact information (name, department, and University email/phone).
- No images or attachments shall be allowed without the approval of the Division of Marketing and Communications to ensure University branding guidelines and policies are followed.
- Flyers must be linked as hyperlinks rather than email attachments.

### **General Targeted Announcements**

General Targeted Announcements provide University updates on events, activities, policy changes, and deadlines for students, faculty, and staff.

GTAs will be distributed on Mondays. Appointed individuals from each area must email approved announcement requests to [public-relations@neiu.edu](mailto:public-relations@neiu.edu) by Thursday at noon of the preceding week. The Division of Marketing and Communications will review, edit, and compile announcements into one email for the Monday distribution called 'This Week at NEIU'. The Division of Marketing and Communications reserves the right to edit Targeted Announcements to align with University branding standards and clarity of messaging.

### **Authorization**

An appointed individual from each of the areas below shall submit approved information for distribution as a General Targeted Announcement. The Division of Marketing and Communications will review and, if necessary, edit announcements prior to distribution to ensure adherence to University style guidelines.

- Office of the President



- Academic Affairs
- Finance and Administration
- Institutional Advancement
- Student Affairs
- Enrollment Services
- College of Arts and Sciences
- College of Business and Technology
- Goodwin College of Education
- College of Graduate Studies and Research
- Library
- University Police
- University Technology Services
- Human Resources
- El Centro
- CCICS
- Marketing and Communications
- Equity, Diversity and Inclusion
- Shared Governance Groups
- University Committee

### **Appropriate Use**

General Targeted Announcements must fit within one of the following categories:

- Enrollment and retention information
- College/department events and activities
- University-wide information and deadlines (registration, financial aid, etc.)
- Changes to department/college policies and procedures
- University-wide meeting announcements
- Human resource information
- Community-related death notices

Death notices of current and retired employees, current students, and previous NEIU presidents will be sent out by the Division of Marketing and Communications. To request a death notice be sent via a General Targeted Announcement, send a message to [public-relations@neiu.edu](mailto:public-relations@neiu.edu). The Division of Marketing and Communications will work with the Office of Human Resources, Academic Affairs or the Dean of Students, as applicable. Death notices will follow a similar template format that includes the date of death, experience at Northeastern, funeral service information, and a link to an obituary. Information about charitable donations is not permitted in the announcement.

Examples of prohibited General Targeted Announcement content include, but are not limited to:

- Non NEIU-related announcements
- Personnel departure announcements
- Death notices of family members of employees



## **Urgent Targeted Announcements**

UTAs inform the University about situations threatening safety or disrupting University operations, such as severe weather, security threats, infrastructure failures, or urgent changes in government or education policy.

### **Authorization**

The leader of each of the following areas must appoint two individuals from their respective departments/divisions as appointees to be given access to the University's electronic announcement system. These users will be trained on how to send an Urgent Target Announcement. *This policy is not a substitute for any rights or provisions contained within the E2.1 Emergency Notification policy.*

- Facilities
- University Police
- University Technology Services
- Office of the Provost
- Dean of Students and Student Affairs
- Financial Aid

### **Appropriate Use**

Approved Urgent Targeted Announcements are sent to the University community to quickly inform students, faculty, and staff about urgent situations threatening safety, or significantly disrupting University operations such as severe weather, security threats, significant infrastructure failures, as well as information requiring immediate dissemination to avoid/prevent unnecessary hardship and or harm. These announcements must only be used for critical incidents and information that require swift awareness and action.

## **PROCEDURES**

### **Relevance & Authorization**

- Announcements will be relevant to NEIU's students, faculty, and staff.
- They will be communicated on behalf of a Vice President, Dean or Director.

### **Submission Process**

- Colleges/departments sending submissions for the weekly General Targeted Announcements email will send requests to **public-relations@neiu.edu** by Thursday at 12 p.m. of the week preceding the announcement.
- Requests come from the unit's designated or alternate approver.
- Urgent Targeted Announcements will use approved templates in the electronic announcement email system, and only trained users are authorized to send communications.

## **GUIDELINES**

### **Event Announcements**

- If the event is on the University Events Calendar, the event should be updated before the announcement is sent.
- Internal events (e.g., student-focused) should be updated via CampusLabs CollegiateLink before sending an announcement.
- College/unit-specific announcements should be reflected on the respective University web pages prior to distribution.



## Accuracy & Responsibility

- Submitters are responsible for ensuring that all information provided, including dates, website links, and event details, are accurate and approved.
- The Division of Marketing and Communications will edit for format and spelling and verify URLs, but cannot verify the accuracy of the information submitted.
- A revised General Targeted Announcement to correct errors will only be distributed once approved in writing by the Vice President, Dean or Director of the area. Correction notices should be sent the day of posting (Monday). A corrected TA will be sent out by the end of day Monday or Tuesday morning.

## AUTHOR REFERENCE

Luminis – Policy on Targeted Announcements  
Metropolitan State College of Denver – Content and Policies and Guidelines for Metroconnect

## HISTORY

07/28/2025 – completed 30-day public comment period  
06/06/2025 – completed three rounds of internal review  
03/19/2025 - revised; updated policy to move from daily TA announcements to a weekly announcement sent on Mondays; updated list of Urgent Target Announcement authorizations.  
03/07/2024 – reclassified 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 AND OTHER INFORMATIONAL MATERIAL

[I1.01.1 Acceptable Use of Information Technology Resources](#)  
[E2.1 Emergency Notification](#)  
[G2.99.2 Acceptable Use of University Brand and Trademarked Property](#)  
[G2.99.3 University Events Web Calendar](#)  
[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	public-relations@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.