



INTERNAL MASS COMMUNICATIONS POLICY

This form shall be used for the adoption, revision or withdrawal of all “University-wide” policies at the University of Louisiana at Lafayette. Any policy developed or revised in any format (print or online) that is inconsistent with this format is not an official UL Lafayette policy.

- ✦ To begin the policy development and adoption process, the Responsible Officer is to replace the *italicized* text below with proposed policy information. This form along with a Policy Action Form (Appendix “B”) must then be submitted to the appropriate authority.
- ✦ For additional guidance on drafting University Policy, see the Policy Development Checklist and the Guidelines for Drafting University Policy.

Check the appropriate classification

<input checked="" type="checkbox"/> Policy Adoption	<input type="checkbox"/> Policy Revision	<input type="checkbox"/> Policy Withdrawal	<input type="checkbox"/> Interim Policy
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Check the appropriate Functional Field

<input type="checkbox"/> Academics	<input type="checkbox"/> Enrollment	<input type="checkbox"/> Research
<input type="checkbox"/> Administration & Finance	<input type="checkbox"/> General University	<input type="checkbox"/> Safety & Risk
<input checked="" type="checkbox"/> Advancement	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Student Affairs
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INTERNAL MASS COMMUNICATIONS POLICY

Policy # UA.002.1

Responsible Executive: Vice President for
Advancement
Responsible Office: Communications &
Marketing
Originally Issued:
Latest Revision: DRAFT

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I. Policy Statement

This Policy governs Internal Mass Communications at the University of Louisiana at Lafayette (“University”). All University Internal Mass Communications shall go through the Office of Communications and Marketing (“OCM”) for distribution via appropriate Communication Vehicles.

II. Purpose of Policy

The purpose of this Policy is to establish protocol for distributing Internal Mass Communications to the campus community. This Policy is intended to consolidate and streamline University communications, increase efficiency, and ensure targeted, tailored, and consistent messaging.

III. Applicability

This Policy is applicable to and enforceable against all faculty, administrators, staff, students, and individuals affiliated with the University by contract or otherwise (including, but not limited to, non-employees, such as vendors and independent contractors, volunteers, student organization advisors, and retirees) who wish to send Internal Mass Communications to University faculty, staff, and/or students.

IV. Definitions

- ✦ **Internal Mass Communications:** The transmission of information through Communication Vehicles between University members directed to, or reaching, a large group of people. This encompasses communications sent campus-wide or to large, segmented groups (e.g., all students, all faculty, all staff, or all employees).
- ✦ **Communication Vehicles:** The tools utilized by the OCM to distribute Internal Mass Communications; Communication Vehicles include, but are not limited to, ULink (portal)

announcements, email, website, Moodle (learning management system), social media, digital signage, print, and the University's electronic newsletter.

✦ **ULink:** A secure site that uses University credentials to allow students, faculty, and staff to access various Information Technology systems used on campus such as Moodle, Zimbra webmail, and Banner Self Service. It serves as an intranet for the University and increases the University's efficiency by allowing for a variety of electronic services such as registration, paying tuition, advising students, and submitting employee timesheets.

✦ **Listserv:** An electronic mailing list.

V. Policy Procedure

All Internal Mass Communications must be distributed by the OCM, unless otherwise noted as an exclusion to this Policy (see Section VIII). This reduces communication overload and allows the OCM staff to plan and streamline Internal Mass Communications appropriately.

As such, all who wish to send an Internal Mass Communication must adhere to the detailed guidelines set forth in the Internal Messaging Procedures.

VI. Enforcement

The Chief Communications Officer is responsible for monitoring the enforcement of this Policy. Review of possible violations of this Policy by faculty will initially be referred to Faculty Affairs for appropriate investigation, disciplinary action, and/or remediation. All employees and further referrals will be sent to Human Resources for appropriate investigation, disciplinary action, and/or remediation. Review of possible violations of this Policy by students will be referred to the Office of Student Rights & Responsibilities for appropriate investigation, disciplinary action, and/or remediation.

VII. Policy Management

Upon adoption, the Vice President for University Advancement shall be the Responsible Executive for this Policy in charge of the management of this Policy. The OCM shall be the Responsible Office for this Policy.

VIII. Exclusions

Some departments or offices, such as First-Year Experience, Transportation Services, and the Graduate School, maintain Listservs and may send large announcements to certain targeted groups within the University. These offices are not required to distribute to their internal list servs through the OCM. However, these offices must work closely with the OCM when establishing their procedures and sending Internal Mass Communications to their internal audiences. The OCM must be copied on all Internal Mass Communications sent to internal University Listservs of five hundred (500) or more people. The OCM's Internal Messaging Procedures document, referenced in Section XI of this Policy, supplements this Policy and contains more information.

IX. Effective Date

This Policy shall be effective as of the date of adoption of this Policy.

X. Adoption

This policy is hereby adopted on this 25th day of June, 2018.

/s/ E. Joseph Savoie

Dr. E. Joseph Savoie
President

XI. Appendices, References, and Related Materials

- ✦ The Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (20 U.S.C. § 1092(f))
- ✦ University of Louisiana at Lafayette Brand Guide and Graphics Standards Manual (<http://ocm.louisiana.edu/branding-licensing/brand-guide-graphic-standards>)
- ✦ University of Louisiana at Lafayette, Office of Communications and Marketing, Internal Messaging Procedures (<https://ocm.louisiana.edu/web-communications/broadcast-email-guidelines>)
- ✦ University of Louisiana at Lafayette Event Notification Form (<https://louisiana.edu/about-us/news-events/send-us-your-event>)

XII. Revision History

Original adoption date: June 25, 2018.