

DRAFT - April 2020 (Version 4)

ARC Everyone on Exchange Email Guidelines

The ARC Everyone on Exchange distribution list is designed to give the college the means to deliver important messages in a timely manner. The exchange distribution list is appropriate for official information that impacts the majority of employees, is critical and/or time-sensitive, and meets one or more of the following criteria:

- Provides information essential to college operations
- Notifies the campus community about changes in governance, policy, and/or practice
- Communicates important information from the president or other college senior leadership
- Alerts the campus community to situations related to health and safety or technology

The proposed revisions to what have been longstanding email distribution practices are to ensure effective, timely communications of important and official college messages, as well as prevent situations where the use of ARC Everyone on Exchange results in disruption and/or harm to members of the campus community.

Who can send ARC Everyone on Exchange emails?

The following individuals and offices can send campus-wide emails: the College President and their Executive Team, Campus Operations, IT, Instructional Technology Center (ITC), Los Rios Police Department, Public Information Officer, and others as authorized by the President.

How can an area or department request that a message be shared to ARC Everyone on Exchange?

Any area or department that wishes to share a message on the exchange can send their content (text and image) via email to the Public Information Officer at ARC_PIO@arc.losrios.edu. Messages will be reviewed using the criteria listed above.

Requests are accepted throughout the week but some messages might require additional time for review. Please submit your request at least a few days in advance of any event that has a specific date or deadline. Requests that are approved will be shared using the ARC Everyone on Exchange distribution list; some may be additionally shared in the weekly Beaver Bites employee email newsletter (typically sent out on Mondays during the spring and fall semesters).

Here are some tips for content:

- Your proposed message should be self-explanatory, clear and concise.
- If there is a need to convey more information, the sender should link to an ARC/Los Rios webpage or seek other communication channels.
- There should be a succinct subject line that conveys the email's purpose and there should be a link or contact information so people can ask questions or get more information.

- Exchange emails are for sharing important information – not expressing opinions.

The exchange list is not the only communications channel for college-wide announcements. Items can be submitted for consideration to be published in the employee Beaver Bites newsletter as well as social media and on the website.

What about other large distribution lists (like all faculty, all classified, etc.)?

While all other distribution lists will remain accessible to college employees, similar principles apply as to how such distribution lists are to be utilized. For example, an email distribution list intended for employees in a particular constituent group should be utilized only when the messaging applies to the majority of those employees.

Inappropriate use of these distribution lists includes, but is not limited to:

- Messages that are counter to the college's mission and core values
- Messages that are personal in nature or express a specific opinion
- Messages that are commercial in nature - with the exception of those messages that are in support of college business and are approved by the president or other college senior leadership

Here are some guidelines (some of these tips are similar to those above):

- Use the BCC line versus the TO line when sending an email to one of these distribution lists; this limits the potential of inadvertent "reply to all" messages
- The email should state who the email was sent to; for example, "This email was sent to all Classified employees."
- Messages should be self-explanatory, clear and concise; if there is a need to convey more information, the sender should link to an ARC/Los Rios webpage or seek other communication channels
- There should be a succinct subject line that conveys the email's purpose
- Senders should provide a link or contact information about where people may ask questions or get more information
- Avoid hyperlinks to third-party websites
- Avoid sending frequent or repeated messages; follow-up messages or reminders should seek other communication channels, with the exception of emergency communications
- Collaborate with others at the college to avoid redundancy and reduce the number of messages sent
- Attachments are to be discouraged, especially large files
- Avoid acronyms and jargon; do not use acronyms on first reference in the body of a message
- Check spelling and grammar

If anyone has any questions about these guidelines, they can contact the Public Information Officer at ARC_PIO@arc.losrios.edu