

Electronic Communications Operating Policy

The amount of information requested to be sent via-e-mail continues to grow. It is necessary to define in more detail the practices surrounding the use of this media.

Further to the **NSAC E-mail Use Policy** regarding broadcast e-mail, the following operating principles will be followed:

- Broadcast e-mail to all faculty, staff and students will be limited to prevent this communication from being considered internal spam that goes unread.
- News type stories, general information and announcements will be bundled into digests or newsletters such as the E-bulletin and the Student Services Student E-Newsletter.
- Only on rare occasions, such as when a situation is urgent and of interest to all staff or students, will single issue e-mail be sent via broadcast.
- The use of the internal NSAC web forum is encouraged. <http://nsac.ca/forums/>
 - This self serve bulletin board also encourages discussion on topics of interest and feed back to posts in addition to being an excellent way to make announcements to campus.
 - It is available for viewing from anywhere on the web however only people with NSAC e-mail addresses may post to it.
 - The forum also has a “subscribe” feature to allow for e-mail notification of new postings.
- All general broadcast e-mail messages to Faculty and Staff will be done through the Public Relations and Communications Office. (*news@nsac.ca*)
- All general broadcasts message to Students will be done through Student Services except for emergency messages from administration which may come from PR and Communications.
- Academic broadcast messages to Faculty, Staff and Students will continue to be sent from the Registrar’s Office.

Approved by Senior Management September 27, 2006