

Title/Subject: **DIGITAL COMMUNICATION**

Applies to: faculty staff students student employees visitors contractors

Effective Date of This Revision: September 1, 2007

Contact for More Information: Office of Information Technology

Board Policy Administrative Policy Procedure Guideline

POLICY:

Central Michigan University provides its faculty, staff, and students with the means to communicate electronically with others, and it is the policy of CMU to exercise exclusive management rights to the methods and means of such communication. No faculty member, staff member, or student may develop and/or use an electronic mailing list or otherwise communicate electronically in a fashion inconsistent with the purposes and procedures which are described below in this document. These procedures articulate the audiences to which CMU students and employees may freely communicate using CMU digital communication resources and identifies ways that CMU students and employees might communicate with those in audiences to which they, through this same policy, would not ordinarily have access.

This policy is designed to be a “master” policy in the sense that other offices that are charged in this policy as “owners” of specific audiences are encouraged to develop policies and guidelines to govern communications to their audience(s).

BACKGROUND:

CMU recognizes the efficiency of employing digital communications among its students and employees. Digital communication saves time, saves money, and is often the fastest, most effective method of communication among members of the CMU community. At the same time, digital communications can easily be abused, and an email that seems useful and pertinent to one student or employee might easily appear as “spam” to another. While email from individual to individual is sometimes troublesome, the real issue emerges with regard to bulk or group communications, and it is this type of communication to which this policy specifically refers.

PROCEDURES:

Part I: Opportunities for the CMU student or employee to employ digital communications

Any faculty member, staff member, or student may develop a mailing list or otherwise communicate electronically (subject to the content restrictions imposed by CMU’s Acceptable Use Policy) with those with whom they have a supervisory, collaborative, or instructional relationship. For example, a business officer may maintain a listserv of her/his direct reports or the employees in her/his division or department, a faculty member may maintain a mailing list of the students in each of her/his classes or a listserv of her/his advisees, or a committee chair may develop a Sharepoint site for the use of members of her/his committee. The CMU Help Desk (989.774.3662) is available to provide assistance with the various forms of digital communication available to CMU faculty, staff, and students.

Authority: M. Rao, President

History: No Prior History

Indexed as: Announcements; Electronic Communication; Group Communications-Digital; Listserv; Mailing Lists-Digital

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Part II: Special audiences and their owners

There are some large audiences for which CMU has designated an “owner,” and other individuals and offices may only employ digital communications with these audiences with the express permission of these “owners.” These special audiences and their owners are noted in the table below. Some audience owners (those with active links in the chart below) maintain formal policies, procedures, and guidelines that outline the variety of electronic communication methods available, the process to be employed for obtaining approval, formatting instructions, and deadlines. Users can follow the links below to access these policies. In other cases, a phone call to the appropriate office should provide the needed information.

DESCRIPTION	AUDIENCE OWNER	CONTACT
Daily announcement to all faculty and staff	Public Relations and Marketing	989.774.3197
All Faculty and Staff	Human Resources	989.774.1605
Professional & Administrative Staff	Human Resources	989.774.1605
Office Professional Staff	Human Resources	989.774.1605
Supervisory Technical Staff	Human Resources	989.774.1605
Broadcasting Staff	Human Resources	989.774.1605
Police Staff	Human Resources	989.774.1605
Service Maintenance Staff	Human Resources	989.774.1605
Faculty and Staff with Supervisory Responsibility	Human Resources	989.774.1605
Senior Staff	Human Resources	989.774.1605
Senior Officer Staff	Human Resources	989.774.1605
Regular Faculty Staff	Faculty Personnel Services	989.774.3368
Temporary Faculty Staff	Faculty Personnel Services	989.774.3368
Academic Department Chairs	Faculty Personnel Services	989.774.3368
All Graduate Students	Faculty Personnel Services	989.774.3368
Weekly announcement to all students	Dean of Students	989.774.3364
All Students	Dean of Students	989.774.3364
CMU Alumni	Alumni and Development	989.774.7163

Central Michigan University reserves the right to make exceptions to, modify or eliminate this policy and or its content. This document supersedes all previous policies, procedures or guidelines relative to this subject.