
Subject: Large-Scale Notifications and Distribution of Information

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1. Purpose

This policy addresses the use of the college's electronic mail (e-mail) system for large-scale communications.

2. Policy

Tidewater Community College's e-mail system is an essential resource in the effective and efficient operation of the college. An e-mail communiqué can distribute information quickly and simultaneously to large numbers of individuals across the college. When used correctly, such communication can capture the attention of the intended audience. However, members of the college community must be mindful that e-mail sent to large numbers of recipients diminishes the capacity of the electronic mail system to serve the needs of all of its subscribers. Additionally, use of e-mail for large-scale distribution of information that many recipients consider of little or no consequence to themselves will cause inconvenience and annoyance. And such occurrences may dispose some recipients against being attentive to other such communiqués that are of consequence.

To facilitate college-wide electronic mail, the Office of Information Systems has developed and maintains the "TCC_ALL" e-mail distribution list. Other distribution lists exist to facilitate communicating via e-mail to segments of the college community (e.g., "TCC_Faculty" or "Norf_Campus"). Existing distribution lists, and their compositions, may be found in the GroupWise Address Book. Additionally, each user may create distribution lists to meet individual needs in his or her GroupWise account. Other means of communicating information broadly to the college community, and beyond, include the scroll bar on the college's Internet

homepage and *Netcetera*, TCC's internal "e-news" bulletin board. Electronic mail is considered a "push" method of delivery, while the homepage scroll bar and *Netcetera* are considered "pull" delivery methods since they require the recipient to request the communication.

Authority to use or approve the use of the "TCC_ALL" e-mail distribution list rests with the President and the members of the Executive Staff. If the originator of a potential communiqué considers that its content is relevant to the entire college community and is sufficiently time urgent and important to warrant a "push" delivery method, he or she will refer the communiqué, via appropriate intermediate supervisors, to the supervising Executive Staff member for approval to use the "TCC_ALL" e-mail distribution list. Before approving the use of the college-wide e-mail distribution list, the Executive Staff member will consider whether a "push" delivery method is justified and, if so, whether some other e-mail distribution list will deliver the communiqué to the appropriate audience.

3. Responsibilities

The Vice President for Information Systems shall monitor the use of the college's electronic mail system for large-scale notifications and distribution of information. Occurrences of apparent inappropriate use shall be referred to the supervising Executive Staff member for appropriate action.

4. Procedures

No procedures are associated with implementation of this policy.

5. Definitions

No definitions are associated with this policy.

6. References

No references are associated with this policy.

7. Review Periodicity and Responsibility

The Vice President for Information Systems shall review this policy annually on the anniversary of its approval and, if necessary, recommend revisions.

8. Effective Date and Approval

This policy is effective upon its approval by the College President on March 4, 2003.

Policy Approved:

Deborah M. DiCroce
President

9. Review and Revision History

This is the first version of this policy. The policy was re-formatted to be consistent with the college's format for policies and procedures in July 2009.