



# CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS ADMINISTRATIVE POLICY MANUAL

## **Student Affairs**

**Approved By:** Richard R. Rush  
President

**Policy Number:** SA.07.010

**Effective Date:** 5/14/12

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## **Policy on Global Dolphin Emails**

### **PURPOSE:**

The purpose of this policy is to ensure effective and efficient communication with students through Global Dolphin Emails about critical University business, curricular or co-curricular events, or other announcements which provide direct benefit to students and support their experience at CSU Channel Islands (CI).

### **BACKGROUND:**

Dolphin Email is the University's official means of communication with students. Students do not receive emails that are sent as a Campus Global (unless they are student assistants and have access to a University Outlook account) and Campus Globals are not automatically forwarded to students via Dolphin Email. A formal request should be made in order to communicate information to students via Dolphin Email. As such, it is essential to identify criteria and requirements for global message distribution, including appropriateness to the entire student body, frequency of distribution, and message content and format standards.

### **POLICY:**

#### **Accountability:**

The Vice President for Student Affairs or designee, the Provost/Vice President for Academic Affairs or designee, the Vice President for Technology & Communication and the Vice President for Finance & Administration.

#### **Applicability:**

All CI faculty, staff, students, University auxiliary groups, and lessees.

#### **Definition(s):**

**Curricular:** pertaining to academic-related presentations, lectures, events, etc.

**Co-curricular:** pertaining to an activity/event/program/initiative outside of but complementing the regular curriculum.

**Critical:** pertaining to University fees, emergencies, deadlines, and other urgent information that all or the majority of students should receive.

**Dolphin Email:** the University's official email system for students.



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Global Message: communication sent to all matriculated students through Dolphin Email.

### Text:

To encourage effective communication with students, the use of Global messages will be reserved to the following instances:

1. Emergency, health, or safety issues (e.g. environmental health and safety warnings; campus closures or evacuations; general safety; police alerts or notifications including imminent danger or affect (e.g. networks will go down shortly or buildings will be closed very soon); and local traffic conditions significantly impacting the campus).
2. Messages or announcements at the discretion of the University President or Vice Presidents.
3. Admissions, financial aid and payment deadlines and information.
4. Event/activity announcements or reminders (e.g. speakers, lectures, presentations, workshops, and division, department, area, or student sponsored award ceremonies, etc.).
5. Presidential or campus-wide events (e.g. AWE activities, Commencement, Campus Reading Celebration, Discover CI, Family Weekend, Honors Convocation, New Student Orientation, University Open House, and ground breakings and grand openings for new buildings or facilities).
6. Construction information (e.g. building closures, construction updates, road delays).
7. System failures or upgrades (e.g. network interruptions or maintenance, power outages and other disruptions of or changes to essential services).
8. Change in hours for campus services (e.g. Library, Islands Café, Student Union, bookstore, coffee shop, or other tenants who offer campus-wide services).
9. University-approved internal electronic newsletter, *Wavelength*. *\*\*Newsletters other than Wavelength should be included as a hyperlink and will be included as part of the weekly Dolphin Email.*

To encourage efficient communication with students, the use of Global Dolphin Email messages will be reserved to the following frequency:

1. All critical email messages will be sent as necessary and do not require a Dolphin Email Request Form. Requests for critical Global Dolphin Emails should be emailed to [dsa.communication@csuci.edu](mailto:dsa.communication@csuci.edu) and will be sent to students as is.



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2. All non-critical global email message requests will be included in a weekly email to be sent out each Wednesday by 5:00 p.m. and will include all messages requested up until 5:00 p.m. the Tuesday of the **previous** week. Non-critical messages will be sent no more than one time.

Global Dolphin Email messages must meet the following criteria for approval:

The Global message **must**:

1. Qualify as University-related information or business as defined in the purpose statement.
2. Have relevance to a broad base of students. The Dolphin Email system is unable to send messages to sub-groups (e.g. freshman, English majors, etc.).
3. Be limited to 200 words or less (when possible) and include Web addresses/links to reduce text of the message.
4. Include the approved content, a subject line, contact person's name and title or contact office, telephone and email for further information or questions.
5. Contain a return email address should be provided so that email responses from students may be re-directed to the appropriate contact rather than the student.global account.
6. Be submitted and approved by the appropriate University professional staff/faculty member. (Student assistants **may not** submit messages on their own or on behalf of a staff/faculty member.) Please refer to the Dolphin Email Request Form for designated approvers.
7. Conform with editorial guidelines outlined in the University's Identity Style Guide (e.g., correct reference to the name of the University [no "CSUCI"], correct use of staff titles, etc.) and be proofread.
8. Meet all federal Section 508 requirements for accessibility, including attachments. The responsibility for accessibility rests **SOLELY** with the requesting area. Requestors must work with Technology & Communication staff to ensure accessibility of all attachments **before they are submitted**. Complete the Dolphin Email Request Form and email to Student Communication at [dsa.communication@csuci.edu](mailto:dsa.communication@csuci.edu) for distribution to all students.

The Global message **cannot contain**:

1. Attachments that have not been made fully accessible in compliance with federal Section 508 requirements.
2. Public debate or personal opinion.
3. Political statements, endorsements or non-University-related information or fundraising activities.



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4. Personal items for purchase/rent or sought for purchase/rent.

### **EXHIBIT(S):**

Dolphin Email Request Form  
Policy on Communication with Students

Superseded