

Monroe County Community College
Email Use Procedure

Procedure Type: District Procedure

Procedure Title: Email Use Procedure

This Procedure Affects: Administrators, Faculty, Staff, and Students

Purpose: Monroe County Community College strives to use all forms of campus communications resources effectively and efficiently. Email is an efficient, cost-effective, and environmentally friendly way to communicate with large groups.

This procedure details general email etiquette and mass email guidelines and is intended to reduce the number of mass email messages sent to MCCC community members, preserve the effectiveness of email as a communication tool, and maintain the free flow of information within the MCCC community.

General Email Etiquette

Professional email communication reflects your credibility, respect for others' time, and attention to detail. Use the guidelines below to ensure your messages are clear, courteous, and effective.

- The message should be relevant to the recipients;
- The message should be clear, concise, and must include a subject line that is relevant to the message's content;
- The sender **must** use an MCCC email address;
- Use the CC (carbon copy) and Reply All functions sparingly. Only include recipients who genuinely need to be informed or involved in the conversation. Overuse of CC can clutter inboxes. Similarly, think twice before hitting Reply All—ensure your response adds value to all recipients, not just the original sender. If you do decide to use the Reply All function, consider dropping unnecessary recipients;
- Exercise caution when discussing confidential information via email. Avoid sharing personal or sensitive details that could compromise privacy or security. Also, be cognizant of sharing or forwarding emails, especially those that contain Privileged or Confidential information.
- PII (Personally Identifiable Information) must be encrypted if contained in an email. If PII is sent in an attachment, the attachment itself must be encrypted with an encrypted password. Please note: all email communications between @monroeccc.edu employees will have encrypted messages and attachments.
 - Avoid mobile and public networks when sending emails containing PII.
 - PII is not to be sent off-campus unless unavoidable.

Mass Email Guidelines

Non-strategic use of mass email can reduce employee productivity and hinder the College's ability to deliver critical messages. Too many mass emails reduce the likelihood that **any** mass email will get the attention it deserves.

Recognizing these expectations and concerns, the College has created these requirements and guidelines to ensure email remains an effective form of communication, which are outlined in the following areas:

- Definition
- Appropriate Use of Internal Mass Email
- Inappropriate User of Internal Mass Email
- Additional Internal Communication Channel

Definition

Email is MCCC's official means of communicating information to faculty, staff, and students.

Mass email is any email message sent to the entire campus or large subset (e.g., all students, full-time staff, full-time faculty, all employees, etc.). All mass emails must follow the MCCC mass email guidelines and procedures and be consistent with any applicable state and federal laws. These requirements do not apply to units when sending messages in which all subscribers signed up voluntarily to receive information.

Appropriate Use of Internal Mass Email

Mass email is appropriate for information that pertains to the majority of the recipients, is critical and/or time-sensitive, and meets one or more of the following standards:

- Alerts the campus community to situations about health and safety risks;
- Provides information essential to the operation or execution of business;
- Notifies the campus community about changes in governance, policy, and practice;
- Human resource policy or benefits announcements and staffing updates;
- Communicates important information from the President, or other College leadership.

Inappropriate Use of Internal Mass Email

- Messages that are not in line with the College's mission of teaching and service;
- Messages that are commercial in nature with the exception of those messages that are in support of college business;
- Political activities that advocate for or against a ballot measure or candidate;
- Marketing or advertising of programs, majors, classes, products, or events offered or sponsored by the College;

- Marketing emails that promote a specific program or event;
- Solicitations for contributions, charities, or participation in personal activities not related to college purposes or not sponsored by the College;
- Solicitations for non-College businesses operated by college faculty or staff;
- Messages that are discriminatory or infringe on privacy;
- Use of “Reply All” in response to a message that was approved. Follow-up communications should be limited to only the original sender;
- Any message where conversation—as opposed to the dissemination of information—is the goal.

Announcements that do not meet the outlined standards, or are inappropriate for mass email should use the communication channel listed below.

Additional Internal Communication Channel

Before deciding on mass email as the choice for any communication, users are strongly encouraged to use **The Husky Den** in Microsoft Teams.