

WISCONSIN INDIANHEAD TECHNICAL COLLEGE



PROCEDURE: C-103 A

TITLE: Using Electronic Communications for Conducting Official College Business with Students (Staff Procedure)

CROSS REFERENCE(S):

C-103 (Staff Policy - Using Electronic Communications for Conducting Official College Business with Students)

J-103 (Student Policy – Using Student E-Mail)

J-103 A (Student Procedure – Using Student E-Mail)

The purpose of this document is to provide guidance to the college and our user community (potential and current students, alumni, parents, etc.) to ensure the acceptable use of electronic communications.

GUIDELINES

1. Appropriate use of electronic mail (e-mail) is essential to the success of the Electronic-Communications Policy.
2. It is imperative that we ensure that all e-communications to the user community are essential and relevant to the academic college mission.
3. Official college business communications should be properly addressed in the subject line of the e-mail (Example: "Subject: WITC-Grades now available in your portal").
 - a. Do not put personally identifiable information in the subject line of an email such as a student ID number or social security number.
 - b. Students' names may be used in the subject line because they are directory information.
4. Never send UGRAD student communications to an account other than the college assigned official WITC e-mail address. Continuing Education students are not provided with a college assigned official WITC e-mail address and therefore an exception to this guideline.
5. It is WITC's position not to e-mail final grades to students. Any communications regarding final grades must be directed to the MYWITC portal. It is not a violation of FERPA* to send student progress (i.e. test scores or student engagement related information) to college staff or to the student via WITC's college assigned e-mail addresses.
6. The *Student E-mail Style Guide* (<http://www.witc.edu/email/styleguide.htm>) defines the parameters for developing and sending out official e-mails.
 - a. Keep messages simple and direct.
 - b. Do not send attachments when sending communications to groups of students. Instead, send the link to the portal/web (i.e. Award Letter, Registration, Schedules).
 - c. When e-mailing to many recipients, always use the "Bcc" (Blind Carbon Copy) format and never use the "To", which will list all the e-mail addresses.
7. Any information that is shared among other staff with a legitimate educational interest becomes part of the students' education record and the student has a right to view that information. Be factual in your descriptions.
8. Examples of inappropriate uses are:
 - a. Information not related to the academic college mission
 - b. Solicitation
 - c. Promotion of political viewpoints
 - d. Surveys that do not serve sanctioned college purposes

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT OF 1974 (FERPA)

A Federal law designed to protect the privacy of education records, to establish the right of students to inspect and review their education records, and to provide guidelines for the protection of inaccurate and misleading data through informal and formal hearings. www.ed.gov/offices/OM/fpco/ and <http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.html>

The following parameters should be used for communicating electronically to the user community:

E-Mail	Portal	Web
<ul style="list-style-type: none"> • Official college business • Directly affects entire student population • Direct communication with a selected population(s) 	<ul style="list-style-type: none"> • Relevant information to a generic student population • Information solely for the purpose of internal staff and/or students 	<ul style="list-style-type: none"> • Relevant information to the general public • Information solely for the purpose of the general public • Information that pertains to the general public, staff and students
Example	Example	Example
E-mail to specific students regarding their student financial status (Example: your current balance or award letter is posted, etc.)	Notices that scholarship applications will be accepted on (provide dates, where materials can be found, etc.)	Information about all scholarships available at a campus (total list with award amounts, criteria, etc.) plus application materials.
Newsletters with brief statements that direct students to the Portal, Intranet, etc.	Various announcements (registration, financial aid, student, activities, bloodmobile, etc.)	Marketing information

SUPPORT

1. All customer support will be directed and handled through the Help Desk.
2. The Information Services department is responsible for the technical support of e-mail, portal and web.
3. Operational support will be assigned to the appropriate functional unit within the college.

BUSINESS PROCESSES DESIGN & APPROVAL

1. Business processes that require or can benefit from electronic (e-mail, portal or web) communications with the user community will be implemented when appropriate with approval by the college.
2. The college department(s) responsible for the e-communications will work together to define the business process that will include the e-communications. Once in agreement, submit the request to the college Electronic Communications Team for final approval.
3. The business process definition will define the level of user security necessary for any student group access.

ACCOUNT LIFECYCLE

1. All UGRAD students enrolled in a degree-seeking program will be given an e-mail account with the expectation they will receive electronic communications and will read them on a frequent and consistent basis.
2. Student e-mail accounts will be created automatically upon full admit status.
3. Student e-mail accounts will be verified three (3) weeks after the start of the fall and spring term. The process will verify if the student is actively enrolled in the current term or in one of the previous two (2) terms (summer/fall/spring). If no active enrollment is found in any of the three (3) verification terms, the account will be deleted.
4. Accounts will remain unique throughout the life of the system, meaning if the student returns, they will receive their original e-mail address.

COMMUNICATIONS

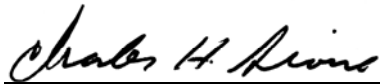
The Electronic Communications Plan will be clearly defined and implemented each term to keep students informed of the importance of checking their e-mail and portal for official college business and information.

POLICY ENFORCEMENT

1. The college Electronic Communications Policy Team will monitor and enforce this policy.
2. Members of the President's Cabinet have the authority to utilize special mass-communication channels designed to contact the college or campus community without an approved e-communications business process.
3. Instructors maintain the right to use e-mail communications to contact students registered in their classes during the current semester without prior permission.
4. Business processes that are approved by the college do not require regular permission unless the business processes and/or the audience changes. In these circumstances pre-approval by the Electronic Communications Policy Team is required.
5. Any deviation from this approved policy will be dealt directly with the appropriate supervisor.

Procedure Adopted: August 7, 2007

Procedure Revised: October 23, 2007



PRESIDENT
WISCONSIN INDIANHEAD TECHNICAL COLLEGE