



Office of Communications, Marketing & External Affairs
Roxbury Community College
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All Employee Email Requirements, Guidelines, and Best Practices
FINAL
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Email is the primary communication method used to deliver critical and timely information to employees of Roxbury Community College (RCC). Email is an efficient, cost-effective, and environmentally friendly way to communicate with large groups of employees. However, non-strategic use of mass email can reduce employee productivity and hinder the College's ability to deliver critical messages.

Recognizing these expectations and concerns, the College has created these requirements, guidelines, and best practices to ensure email remains an effective form of communication. This document includes the following information:

- Definition
- Appropriate use of mass email
- Authorized sender list
- Required content
- Best practices guidelines
- Additional internal communication channels

Note: The requirements in this document apply to emails sent to the All Employee distribution list. Faculty distribution lists and AFSME distribution lists remain under the purview of union leadership. Student Communications are managed by Office of Student Life, in adherence to the [Student Communications Guidelines](#). These requirements do not apply to units when sending messages within their own departments, ACUERDO committees, working groups, or to emails in which all subscribers signed up voluntarily to receive information.

Definition

Email is RCC's official means of communicating information to faculty and staff. Mass email is any email message sent to all RCC employees. All mass emails must follow RCC's mass email guidelines and procedures and be consistent with any applicable federal and state laws, and brand guidelines.

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 criteria:

- Alerts community members about current campus emergencies, as defined in the [RCC Security and Emergency Management Plan](#);
- Provides information essential to the operation or execution of College business;
- Notifies the campus community about changes in governance, policy, and practice;
- Communicates important information from the president or cabinet as described in the authorization and approvals section below.

Inappropriate use of internal mass email includes, but is not limited to:

- Messages that are not in line with RCC's [Mission, Vision and Values](#);
- Messages that are commercial in nature with the exception of those messages that are in support of College business;



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- Political activities that advocate for or against a ballot measure or candidate (visit the [State Ethics Commission website](#) for detailed information on approved and prohibited political activities for state employees);
- Solicitations for contributions, charities, or participation in personal activities not related to College purposes or not sponsored by the College;
- Solicitations for non-University businesses operated by College faculty or staff; and,
- Messages that are discriminatory or infringe on privacy.

Announcements that do not meet the outlined standards, or are inappropriate for mass email should use other communication channels.

Approved Sender List

Only the following positions or their designees are approved to send mass email messages to the All RCC Employee distribution list. The IT Department will ensure that these positions and their designees have the permissions needed to send mass emails. All other positions will receive an error message when/if attempting to send emails to All RCC employees. Many positions listed below may use a departmental email address for All RCC communications.

President
Executive Vice President of Academic and Student Affairs
Executive Vice President of Finance and Facilities
Dean of Students
Dean of Liberal Arts and Health Careers
Dean of STEM
Dean of Workforce & Business Development
Executive Director of Communications, Marketing & External Affairs
Executive Director of Human Resources
Chief Information Officer
Public Safety Director

Required Content

Messages sent to the All RCC Employee distribution list must include all of the following:

- "Roxbury Community College" clearly identified in plain text messages and in the text-only portion that accompanies an HTML message.
- Name of the sending individual or sending department in the "from" field.
- A clear and concise subject line
- Text describing the purpose of the email. Text must be included in an email to meet accessibility requirements – images without alt text or pdfs that do not pass an accessibility check cannot serve in place of text.
- Contact information for follow-up questions and concerns.

Best Practices

To promote operational efficiency and network security, the following guidelines govern internal mass email:

- A mass email message should be brief, self-explanatory, clear, and concise – ideally under 400 words. If there is a need to convey more information, the sender should link to a webpage or seek other communication channels.



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- Avoid sending frequent or repeated messages. Follow-up messages or reminders should seek other communication channels, with the exception of emergency communications.
 - Reminders about upcoming events or non-academic deadlines should be sent once per week, maximum.
 - New hire announcements should be sent no more than once per week, by the Executive Director of Human Resources. Department managers should compose welcome text for the Executive Director to use as needed.
- Collaborate with others at the College to avoid redundancy and reduce the number of messages sent.
- A link to a webpage is recommended.
- Avoid acronyms and jargon. Do not use acronyms on first reference in the body of a message. For example, write out "Roxbury Community College (RCC)" on first reference, then use RCC on future references.
- Check spelling and grammar, and copy edit message to align with RCC's style guide.
- Senders should avoid sending emails at the end of the day or on Friday afternoons to prevent their message from getting "lost" during non-work hours.
- All images should contain appropriate ALT text to better ensure compliance with accessibility guidelines. All pdfs attached to mass emails should pass the accessibility test in Adobe.

Additional Internal Communication Channels

Before deciding on mass email as the choice for any communication, departments are strongly encouraged to use:

- Microsoft Teams (the post function within each Team or the chat function)
- [RCC's intranet](#)
- Print signage/flyers
- Campus digital displays
- Interdepartmental mail