



UAR NUMBER:

TITLE:

ORIGINATOR(S):

INITIAL ADOPTION:

REVISION DATE(S):

AUDIENCE: (SELECT ALL THAT APPLY)

FACULTY

STAFF

STUDENTS

VENDORS

OTHER (SPECIFY):

PURPOSE:

SCOPE:

DESCRIPTION (INCLUDE DEFINITIONS):

This regulation outlines the proper use of electronic and voice systems for communicating with large campus groups such as all students or all employees.

RESPONSIBILITY: The Office of Information Technology (OIT) is responsible for the administration of all electronic and voice communications systems owned or leased by the University.

PURPOSE: To ensure that all University electronic and voice communication resources are properly utilized and maintained to effectively address the service mission of Morehead State University.

APPLICABILITY: This regulation applies to all Morehead State University administrators, full-time and part-time faculty, staff, students, members of the Board of Regents, volunteers, contractors and sponsored guests. The following statements will function as Morehead State University's official guidelines for mass communications using the University's electronic and voice communications systems.

DEFINITIONS: For purposes of this document, the following definitions apply:

Electronic Communications Systems -- Includes any system that uses electronic methods to send/receive messages (except University television and radio stations). This includes but is not limited to electronic mail, fax and instant messaging systems.

Voice communications Systems -- Includes all forms of telephone communications (e.g. voice mail broadcasts, pagers).

Mass Communications -- Communications to major segments of the University community. These communications would normally be restricted to important announcements or University approved surveys. Mass communications does not include normal electronic/voice correspondence with faculty or staff within a University unit or normal electronic/voice communications with students in a class.

Message -- Any form of communication which originates and/or terminates via electronic or voice communications, or which is dependent in any fashion on the University's owned or leased network for its delivery.

Telecommunications Network -- All University owned or leased software, transmission facilities, and communications hardware, including both wired and wireless technologies, with a primary purpose of the delivery of messages.

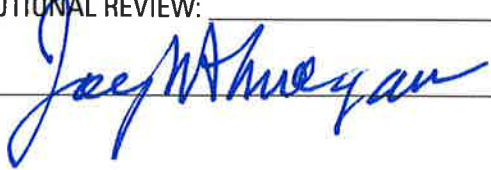
PROCESS:

1. Submissions for mass communications that use the electronic or voice communications systems should be of a "need to know" and not "nice to know" nature.
 - a. Faculty and staff make submissions to their Vice President.
 - b. Students make submissions to the Vice President for Student Affairs.
2. Approved messages will be disseminated by the respective Vice President or their delegate.
3. Units with no direct Vice President, and who operate with an Assistant Vice President, may send mass emails through the Assistant Vice President.
4. The University will not provide electronic (email) addresses to any external group without written authorization from the University President.

APPROVED BY:

VICE PRESIDENT:  DATE: 7-9-18

APPROPRIATE INSTITUTIONAL REVIEW: _____ DATE: _____

PRESIDENT:  DATE: 7-9-18