



<b>Volume G2:</b> General Administrative	<b>G2.99.4</b> <b>Targeted Announcements</b>	<b>Responsible Office:</b> Marketing & Communications
<b>Chapter 99:</b> General		<b>Effective Date:</b> 01/02/2007 <b>Last Revision:</b> 06/23/2016

## POLICY STATEMENT

Northeastern Illinois University (NEIU) creates a Targeted Announcements system to facilitate appropriate communication with the University, and establishes rules for its use.

## PURPOSE OF THE POLICY

The policy facilitates the communication of important University information to specific groups of users via NEIUport channels and NEIU email by outlining appropriate uses of Targeted Announcements through NEIUport. The policy includes appropriate procedures for the creation, screening, and dissemination of announcements.

## WHO IS AFFECTED BY THIS POLICY

All users of NEIUport and individuals with NEIU email accounts.

## DEFINITIONS

The two types of Targeted Announcements available through NEIUport are "Campus" Announcements and "Personal" Announcements (titles pre-determined by the NEIUport system). Both announcements in NEIUport include a posting in the announcement channels on NEIUport and an email option to send to all students, faculty and employees (all faculty and staff).

### **Campus Announcements**

Announcements intended for students, faculty and staff that are of utmost importance such as emergency communications.

### **Personal Announcements**

Announcements intended for students, faculty and staff. For example, announcements could be sent about events, activities, policy changes, and deadlines.

## REGULATIONS

### **1. CAMPUS ANNOUNCEMENTS**

Campus Announcement postings will only be sent to communicate about emergencies, closures of University buildings or services, and presidential communications.

#### **1.1. APPROPRIATE USE**

- 1) Emergency Communications
- 2) Building/Campus Closures
- 3) Presidential Communications

#### **1.2. AUTHORIZATION**



Campus Announcements on the NEU*port* home page are to be approved by one of the following: President, Vice President, University Police, or designee. Individuals who want to post in the Campus Announcements channel will contact the Vice President for the division for approval. If approved, the message will be forwarded to the Public Relations Office for posting. In case of emergency, the President's Office, University Police and University Technology Services are authorized to post these announcements.

## **2. PERSONAL ANNOUNCEMENTS**

One person from each designated area of the University (see below under authorization) will be appointed and trained to send Personal Announcements on behalf of each division of the University.

### **2.1. APPROPRIATE U**



- College of Arts and Sciences
- College of Business and Management
- College of Education
- Library
- University Police
- University Technology Services
- Graduate College
- Human Resources
- El Centro
- CCICS

## 1. **CAMPUS ANNOUNCEMENTS**

- The title of the message should be short (limited to 50 characters) and clear.
- The text of the announcement should be brief and include all necessary items such as who, what, when, where, as well as contact information (name, department, and phone/university e-mail address). A sentence stating who posted the message should appear as the last sentence of the announcement. For example, "Posted Tuesday, July 18, 2012 by Joe Smith, Institutional Advancement, (773) 442-xxxx, [j-smith@neiu.edu](mailto:j-smith@neiu.edu)."
- Announcements must pertain to the majority of students, faculty and staff.
- No more than 3 announcements will appear in the Announcements channel at one time (per Portal specifications).
- This is not a space to announce special events. A personal announcements channel and other events channels within *NEIUport* will be used for this purpose.

## 2. **PERSONAL ANNOUNCEMENTS**

- Personal Announcements must target a specific group(s). The three groups are all students, all faculty and all employees (faculty and staff).
- Announcements targeted to specific departments/offices should be communicated via email from a department or individual account, not through *NEIUport* announcements to all.
- Only ONE email announcement per topic will be sent. Multiple emails are NOT allowed.
  - If an event includes multiple activities, send one email with all of the events listed under the topic.
  - A follow up announcement of a change to the original information sent will need to go through the approval process a second time.
-

Targeted Announcements  
Policy G2.99.4  
Effective Date: 01/02/2007

Responsible Officer: Director

Responsible Office: