FLORIDA ATLANTIC UNIVERSITY

Division of Student Affairs

Mass Communication Guidelines

The Division of Student Affairs recognizes that email is an efficient and cost-effective means for campus groups to reach our internal audiences. At the same time, members of the University community have expressed an aversion to unsolicited, mass-distributed internal emails. Furthermore, research suggests that the overuse of email and other mass communication mediums negatively impact the Division and more so the University's ability to deliver messages of critical importance.

Purpose of Our Guidelines

This divisional guideline identifies instances in which mass email communication and other forms of mass communication are appropriate and allowable. This guideline also addresses how these messages are approved, and alternatives when mass communication requests are not appropriate. Its structure is drawn, in part, from the CAN-SPAM act of 2003, which makes an important distinction about the management of unsolicited email: *messages must include an opt-out mechanism*. ***In instances when members of the University community cannot opt out of a message stream, the Division and more so the University has a heightened responsibility to protect recipients from unsolicited messaging. Student Affairs Marketing reserves the right to edit content.***

Email Announcements

Student News: A mass email communication to our moderated listserv. This message reaches all registered students at Florida Atlantic University. This listserv supports the Division of Student Affairs mission of informing students about our comprehensive and integrated campus life programs and services. This same information will remain static on our student news webpage that exist at (fau.edu/student/news).
Email Distribution Date: Monday after 12 p.m.

Frequency: Once a week

Submission Deadline: All Student News Announcements must be submitted no later than the Friday (5 p.m.) prior to the week of the Monday email.

Requirements: Must be an event or program open and marketed to all students. Announcements must be correctly formatted to include but not limited to important information such as date, time, location, sponsoring department, contact information and brief description.

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Website announcements and Static posts

MyFAU Announcement: The Division of Student Affairs has been granted access to post static announcements and messages to MyFAU. These static posts show up in the Personal Announcements section within the MyFAU account self-service portal.

Post Date: Adjusted based on submission.

Submission Deadline: All MyFAU Announcements must be submitted a minimum of five (5) business days before the event. If your announcement is not date/time driven the submitted announcement will be posted and remain visible for one week.

Requirements: Must be an event or program open and marketed to all students. General announcements must be significant, news worthy information that is shareable to the entire university population. Announcements must be correctly formatted to include but not limited to important information such as date, time, location, sponsoring department, contact information and brief description.

Student Affairs Spotlights: The Division of Student Affairs has created an independent reporting service that covers significant events, programs, staff and student accomplishments across the various units that make up our division. Our divisional colleagues are encouraged to submit stories.

We work with the units within the division to get news and spotlight stories published on our divisional homepage (fau.edu/student). Our mediums include 1170 x 400 banner spotlights that link to our divisional spotlight page (fau.edu/student/spotlight) and feature stories that appear on our homepage under our Student Affairs News section.