

TBD

Email Use Process – Employee

1. Authorization to Send Email to All Students

As the steward of the email process, Enrollment Services is responsible for directing the use of official student email. Any of the following individuals provide authorization to send emails to all students:

- Dean and Associate Deans of Academic Foundations and Connections (AFaC)
- College Registrar
- College President and Vice-Presidents
- Public Information Officer (PIO) in emergency situations
- Executive Director, Foundation (alumni)

2. Educational Uses of Email

The following is to be used to determine which email addresses are to be used and when:

- *Prior to enrollment:* email will be sent to prospective students' secondary email accounts (e.g. Gmail, yahoo, etc.). The Registrar is responsible for oversight.
- *Currently enrolled:* messages must be sent to students' CCC email account (including Advanced College Credit students). The Registrar is responsible for oversight for messages sent to the entire student body. For program specific or special interest messages, department chairs and/or directors are responsible for oversight.
- *Classroom email:* faculty will determine when email will be used in their classes, and may specify their requirements in the course syllabus. These messages would be sent to students by faculty members on a class by class basis.
- *Alumni and former students:* email will be sent to the secondary email account. The Foundation is responsible for oversight.
- *Replying to students' email:* Confidential information, such as a Social Security or Student ID Number, should never be sent via email to a non @student.clackamas.edu email account. If a student requests confidential information via a third-party email provider, please ask that they use their CCC student email to discuss confidential or sensitive account information.
- The following types of information are likely okay to send in a "reply" email: class information, general college information, grades, general financial aid information and processes, changes or cancellation of a class, etc.
- When in doubt, ask that the student send their request or question to you via their CCC email address.

Note: All email communication MUST meet CAN-SPAM Act requirements. See Appendix A for additional information.

3. Student Expectations of Email Communication

Students are expected to check their CCC email at least weekly in order to stay current with college-related communications. Students have the responsibility to recognize that certain communications

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may be time-critical. "I didn't check my email", an error in forwarding email or email returned to the College with "Mailbox Full" or "User Unknown" are not acceptable excuses for missing official college communications via email.

4. Privacy

All CCC employees should use extreme caution when using both CCC and secondary email to communicate confidential or sensitive matters:

- Never put any portion of a Social Security Number in an email
- Do not put the student ID number in the subject line
- Include the following statement in your signature line: *"Notice: This message is intended only for the personal and confidential use of the designated recipient(s) named above. If you are not the intended recipient of this message, you are notified that by law, any review, dissemination, distribution or copying of this message is strictly prohibited. In addition, if you have received this message in error, please advise the sender by e-mail and delete the message."*
- In general, email content is considered a public record that may be requested according to law.

If a student reports they believe someone else is using their email account, refer them to Enrollment Services.

APPENDIX A

Guidelines for the Use of Official Student Email Addresses

GENERAL GUIDELINES FOR GROUP MESSAGES

- Keep messages simple and direct
- Subject line of email must reflect content of the message
- All emails deemed "Commercial" must contain an opt-out option. Commercial emails include:
 - Advertising a new class offering
 - Advertising an event to non-enrolled students
 - Campaign or department newsletters
- Emails sent to all students must be used on a very limited basis. Examples include:
 - Identification of safe space after the death of student or instructor
 - Reminders regarding important deadlines (payment, registration, financial aid, changes to policies)
 - Upcoming events that would apply to all students (athletic, Welcome Week, theater, etc.)
- When possible, send email messages only to the specific group of students for whom the message is pertinent. Always include why the student is receiving the email (e.g. "you are receiving this email because you are currently enrolled at CCC" or "you are receiving this email because you are in the Welding program")
- When a message is to be sent to many recipients, use an email program that will not list all the recipients in the message; alternatively, include all recipients' addresses as "Bcc:" instead of "To:"
- When a message is to be sent to more than 1,000 students, send separate mailings in groups of no more than 1,000 email addresses
- Do not send attachments when sending messages to groups of students
- A "From:" or "Reply-to:" name and email address of the sender is required

Examples of Appropriate Use of Group Email Communication:

- Graduation information

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- Degree check information
- Notification concerning students' change of course schedules (drop/adds), general petitions, withdrawals, and financial matters
- Notification of cancellation of registration
- Financial aid processing issues and deadlines
- Academic departmental information such as class changes, registration issues, new courses, job-opening lists, and events
- Math and English placement information
- New student information about academic support services and academic policies
- Advising appointments
- Notices about student internships and workshops
- Payment deadlines and other Student Account information
- General Education Program information
- Surveys

Examples of Inappropriate Uses of Group Email (and Violation of the CAN-SPAM Act):

- Information unrelated to college business
- Solicitation (e.g. Girl Scout Cookies)
- Promoting political viewpoints
- Personal information
- Surveys that do not serve sanctioned college purposes
- Messages containing confidential information such as course grades, financial aid award amounts, or tuition/fee payment amounts

END OF PROCESS