

CAMERON UNIVERSITY

AggieAccess Announcement Policy

Policy Statement

A set of standards for use of the announcement features in the AggieAccess portal.

Contents

- Who should know this Policy?
 - Responsibilities
 - Procedure
 - Contacts
 - Forms
 - Policy History
-

Who Should Know This Policy

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|---------------------|--------------------------------------|
| √ President | √ Faculty |
| √ Vice Presidents | √ Other Accounting/Finance Personnel |
| √ Deans | √ Students |
| √ Department Chairs | √ Other Groups |
| √ Directors | √ All Employees |
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Responsibilities

Responsible for Policy

University Officer Responsible
Keith Mitchell

Senior Director of Public Affairs

Procedure

AggieAccess targeted announcements is a new tool aimed at improving communications at Cameron University. Through AggieAccess and the targeted announcement feature, faculty, staff and students can communications to specific audiences on campus.

There are three types of targeted announcements:

1. Campus Alerts - targeted to the entire campus community
2. Campus Announcements - targeted to the entire campus community
3. Personal Announcements - targeted to specific audiences

Campus Alerts Policy

Campus Alerts appear as a channel within the AggieAccess home page and are intended for the entire university community. The Campus Alerts is reserved for the President's Office, Physical Facilities, Public Safety, Public Affairs and AggieAccess system administration messages. All AggieAccess users see these messages.

Campus Alerts will be one of the primary methods for alerting the entire university community of emergency information. This method is not intended for calendar-type events that are available through other channels. Campus Alerts could be duplicated in mass e-mails if it is critical for the information to be distributed immediately (e.g. critical safety/security messages).

Guidelines

1. This channel is intended for quick messages that the entire university community needs to be notified of quickly (examples include class cancellations, weather emergencies or police/safety issues).
2. Messages should be appropriate for all AggieAccess users, including students, faculty and staff.
3. Only authorized content managers may post Campus Alerts.
4. Campus Alerts may be sent as e-mails when message is related to a critical security/safety issue.

Campus Announcements Policy

Campus Announcements appear as a channel within the AggieAccess home page and are intended for the entire university community. The Campus Announcements channel cannot be deleted or moved from the home page. All AggieAccess users see these messages.

The Campus Announcements channel is for announcements about campus-wide calendar-type events (such as student meetings, athletics events or campus functions), or for information that applies to the entire campus but is not of an emergency nature. Campus announcements will not be duplicated in mass e-mails.

Guidelines

1. Messages should be appropriate for all AggieAccess users, including students, faculty and staff.
2. Only content managers authorized by the Campus Announcements policy may post Campus Announcements.
3. Most recent messages appear at the top of the channel. When a new message is posted, previous messages move down in the list. The only way to move a previously sent message to the top of the list is to resend the message and delete the original.
4. Campus Announcements should not be sent as mass e-mails.

5. Campus Announcements managers should routinely review messages and remove out-dated messages.

Personal Announcements Policy

Personal Announcements appear as a channel within the AggieAccess home page and/or may be sent as targeted e-mails. These are text-only messages with space formatting and should not sit on the system for more than ten (10) days. The Personal Announcements channel cannot be deleted or moved from the home page.

Personal Announcements are messages targeted to specific audiences, such as “faculty,” “students,” or “Students in XX Major”. Additionally, this section is where students will ultimately receive automatic messages from the Banner system regarding holds, registration, etc.

Currently, you may target Personal Announcements in the following ways:

By Role:

- All students
- All employees
- All faculty

By Major:

- A student’s major will be imported into Luminis and a targeted announcement can be sent to students within a major.

By Imported Group:

- In addition to groupings identified above, AggieAccess includes the capability to send messages to additional groups, called Imported Groups, from data captured by Banner.
- Requests for Imported Groups are handled by AggieAccess system administration on a case-by-case basis. Contact the ITS Help Desk to request an Imported Group.
- An example of an Imported Group is “All students with a GPA of 3.5 or better.” Additional target audiences will be available as each Banner system is implemented.

Guidelines

1. This channel is meant for targeting certain populations within the university. Therefore, campus-wide announcements should not be posted here (see Campus Announcements above).
2. Personal Announcements can be sent to the Personal Announcements channel or as e-mail. Sending the same announcement both ways is discouraged.
3. The default expiration for a message is ten (10) calendar days. You may place a message for fewer than 10 calendar days, but please do not place for more than 10. Messages on the system for more than 10 days will be subject to removal.
4. It is possible to schedule the delivery and expiration dates of Personal Announcements in advance.
5. Headlines should be no more than 8 words. Users will click on the headline, and then be taken to the message down below (in the same page). You will be vying for attention among multiple headlines.
6. Body text should not be too long. Consider placing within your Personal Announcement a link to more information.
7. The most recent messages appear at the top of the channel. When a new message is posted, previous messages move down in the list. You may not modify the order of messages in the system.

8. Ignore messages that have the headline "Personal Message". These are system messages sent automatically to specific users when certain events appear in Banner. Do not delete or manage these in any way, or users may not get vital information.
9. Examples of current (and future) appropriate and timely targeted messages include:
 - a. Class cancellations sent by an authorized individual within the college
 - b. Messages to students in a specific major
 - c. Changes to group policies and procedures
 - d. Upcoming professional development and training announcements
 - e. System messages - these are sent automatically from Banner.

Access to and responsibility for the coordination, approval and dissemination of Campus Announcements resides with the following departments: Student Activities, Public Affairs and Information Technology. Individuals wishing to send out a Campus Announcement should contact one of these offices for approval of their message.

Posting Personal Announcements

Personal announcements will be allowed to be posted by University staff members that have been approved by the Cameron University AggieAccess Committee. Individuals wishing to have approval to post personal announcements should contact the AggieAccess Committee, having received prior approval of their supervisor.

Note: If Critical, Campus or Personal Announcements are posted outside of approved guidelines, those personnel may have their privileges to post messages revoked.

Contacts

Policy Questions: Keith Mitchell, Senior Director of Public Affairs, 580-581-2211

Forms

In support of this policy, the following forms are included:
None

Policy History

Policy

Issue Date: January 2010
Reviewed, no revision: February 2016
Revised: