COLORADOSCHOOLOF**MINES**

Guidelines for Email Communications Processes
Updated 4/18/16

Section 1: Introduction

In order to manage the proliferation of email messages to the Mines community, Mines has developed the following guidelines for our email communication processes. The intention of these efforts is to streamline communications, improve access to important information, and support students' and employees' management of the ever-increasing volume of email messages.

This document describes four types of email communications that are commonly distributed to campus. These include emergency alerts, urgent messages, campus-wide messages that are not of an urgent nature, and communications intended for a small portion of the campus community. The table below summarizes how various these types of communications will be distributed to campus. Details related to each of these types of communication are included in Sections 2-5 of this document.

Type of Email Communication	Email/digest Utilized	Subscription
Emergency alert	Emergency alert system: announcements sent immediately with no delay	Students and employees are strongly encouraged to subscribe; login to Trailhead to manage your subscription.
Urgent message, as determined by the President or Vice President	Mandatory mailing lists; announcements sent with no delay	All students and employees are assigned to the relevant mailing lists.
Campus-wide news, events, announcements, etc.	The Mines Daily Blast newsletter will be distributed daily, Monday through Friday	All students and employees are assigned to the student or faculty/staff mailing lists that will receive the relevant version of the Mines Daily Blast.
News, events, announcements, etc. intended for a small portion of the campus community	Existing mailing lists such as those for club sports, student organizations, mining majors, etc. These are not the faculty-announce, student-announce, etc. lists.	Students and employees may choose to subscribe; access Mailman to manage your subscriptions to these lists.

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Section 2: Emergency Alert Communications

The Mines Emergency Alert system (MEA) is an emergency notification service that allows university officials to quickly communicate emergency messages to students, faculty and staff via cellular phone text and voice messages and broadcast on-campus e-mail and phone messages. All students and employees are strongly encouraged to sign up for the MEA service.

To receive emergency messages on your cell phone, you must subscribe. To subscribe, logon to Trailhead and go to "Self Service," click on "Personal Information" and then "Mines Emergency Alert System." The contact information you provide only will be used for delivering emergency messages via the Mines Emergency Alert system. Additional information about emergency communications (including a FAQ) is online.

Section 3: Critical Messages from the President or a Vice President

Announcements that are deemed as priorities (based on timeliness, importance to operations, etc.) by the President or a Vice President (or his/her designee) will be sent via email to students and/or employees as needed. Students and employees will be automatically subscribed to the distribution lists for these mandatory email messages. Examples of priority announcements are those required by law to be sent via email (such as some human resource-related announcements), issues needing immediate responses or action by the recipients, and important announcements, as determined at the discretion of the President or a Vice President.

Section 4: Mines Daily Blast

In January 2016, Mines implemented new process for sharing communications that are currently sent to large segments of the campus community via email lists, such as the announce lists. This new process includes the development of two daily newsletters (one for students and one for faculty/staff.) These are named the "Mines Daily Blast" and will be distributed to recipients via email each Monday to Friday during the academic year by 8:30 a.m.

The rationale for compiling email messages that are currently distributed to large segments of the campus into a newsletter format is 1.) to reduce the number of non-critical campus-wide email messages that each member of the Mines community receives and 2.) to create a single source of information for the majority of campus-wide announcements to students and to faculty/staff.

Email messages that are currently distributed to the following mailing lists will be included in one or both of the Mines Daily Blast newsletters. The following email distribution lists will no longer be used to send campus-wide email messages:

Classified announce	Campus-Meetings
Faculty announce	Academic-Student
Ugrad announce	Campus-Notices
Grad announce	Sporting-Events
Scheduled-Activities	Community-Events
Special-Activities	

The Mines Daily Blast will include campus events, notices, updates, and announcements. Each submission to the Mines Daily Blast will include a title, a brief summary of each topic, and a web link to additional details or to an existing website. Contents will be arranged by topic (such as research announcements, faculty events, student activities, closures/outages, etc.) Some announcements and events may be included in both the faculty/staff and student versions of the Mines Daily Blast.

Members of the campus community will automatically be assigned to one edition of the Mines Daily Blast (the faculty/staff Mines Daily Blast or the student Mines Daily Blast) based on their respective roles. Faculty/staff may opt in to receive the student version of the Mines Daily Blast.

An electronic form will serve as a mechanism for submission of content. Only students, faculty, or staff with a Mines email address may submit information for inclusion in the Mines Daily Blast. Submissions must be related to Mines operations, activities, announcements, or events. Submissions are intended to be used for university-related news and events, such as Senate updates, Career Day announcements, announcements of academic lectures, and invitations to special events (such as the Edgar Mine's birthday celebration, MAC events, etc.)

All members of the Mines community may submit information for inclusion in the Mines Daily Blast. These submissions will be reviewed by moderators (view list), who have been identified by each Vice President. Moderators will have final authority to accept a submission, request changes to a submission, or deny publication of a submission, based on appropriateness of content, relevance to university business, and applicability to the intended audience. Moderators may return a submission to the submitter for revision. Note that the moderator will make the final determination regarding inclusion of announcements within the Mines Daily Blast.

Announcements and events may be submitted (via an online form linked to the Inside Mines website) for moderator review at any time. Submissions made by 3:00 p.m. will be reviewed by a moderator that day and if approved, will be published in the next day's edition of the Mines Daily Blast. The moderators will make every effort to review all submissions by the close of the business day. Submissions that are approved, but do not meet the 3:00 deadline for publication in the next day's edition will be included in the following day's publication, after moderator approval. Submission of content in advance of the preferred publication date is encouraged.

The Mines Daily Blast will be sent via email to the appropriate group of recipients (faculty/staff or students.) A link to the Mines Daily Blast will be on the main Inside Mines website. The Mines Daily Blast will be accessible via an online archive on the Mines website. This repository of submissions will be searchable. The Mines Daily Blast will not replace the *Mines Weekly* publication that is currently distributed to faculty and staff. *Mines Weekly* will continue to be published via a link in the Daily Blast.

Below are expectations for submissions to the Daily Blast:
1. Submissions that are not directly related to Mines activities or events are not permitted.
2. Submitters should carefully review their submission to ensure accuracy and completeness. Moderators are not responsible for correcting entries. Entries will only be corrected after publication if a technical error has occurred.
3. Titles of submissions should be sufficiently descriptive as to provide useful information regarding the event or announcement. Generic subjects such as "sci-fi club" or "cake bake sale" should not be used. Please develop descriptive titles of your announcements.
4. Submitters are encouraged to include substantial descriptive text regarding events, announcements, etc. when possible. Alternatively, submitters may include a link to a webpage that includes detailed information regarding events and announcements.
5. Use of all caps in titles and brief descriptions is not allowed.
6. Submissions can be repeated once, but the intention is not for items to appear multiple days in a row unless there is a very good reason for doing so. You may send a "save the date" notice and also send information and reminders prior to an event, however.
7. Please review the guidelines and/or contact the Career Center prior to posting recruitment events.

Section 5: Mailing Lists For Subpopulations of Students or Employees

Mailing lists that are designated for specific subpopulations of the campus community (such as astronomy club, physics majors, a group of employees, etc.) will remain available for use. These mailing lists are referred to as the mailman mailing lists. A list of these mailing lists is [online.](online) Students and faculty will continue to manage their subscriptions to these existing mailman mailing lists, as is current practice. Student organizations will also continue using OrgSync for communicating with members of their organizations. For instructions on setting up and using OrgSync, visit the [Getting Started](getting-started) portal.