

BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Blinn Announcement (Mass Email) Guidelines*

EFFECTIVE DATE: March 31, 2015; amended June 30, 2021

BOARD POLICY REFERENCE: CR

PURPOSE

When appropriate, the Marketing and Communications Department has the ability to send email announcements “Blinn Announcements” to broad groups, such as faculty, staff, and students on all campuses.

OBJECTIVES

The College District has established mass-mail guidelines that limits the sending of large-scale e-mailings to pertinent information only that meets the following criteria:

- the information must be related to Blinn College District business,
- the information must be of a critical nature (something recipients need to know),
- the message must be short (1-2 paragraphs is recommended),
- the message cannot include attachments, and
- no reminders (only one message per topic will be sent).

CONTENT

Blinn Announcements may be used to communicate the following types of messages:

- Messages from the Chancellor
- Urgent messages (emergencies and security matters)
- Important informational messages related to the operation of the College
- Time-sensitive official communications from the College Administration

AUTHORITY

All Blinn Announcements must be approved in advance by the Marketing and Communications Department as well as the Chancellor or designee. Use of mass emails to announce events, make commercial announcements, or to send personal messages is not appropriate and will not be approved.

ALTERNATIVES

Consider these alternatives to a mass e-mailing in light of the nature and scope of your message.

- Posting Announcements on the [Blinn Calendar](#)
- Approved posters/flyers (submit a [Marketing Request Form](#) available at <https://my.blinn.edu/marketing> for these)
- Direct emails by deans, assistant deans, or directors to help disseminate information
- Verbal announcements at group meetings

PROCEDURE

To request a Blinn Announcement, submit a [Marketing Request Form](#).