



POLICY

Use of University Communication Systems/Tools

Policy Administrator: Chief Information Officer

Authority: N.J.S.A. 18A:64-6; N.J.S.A. 18A: 64-7

Effective Date: February 24, 2021

Index Cross-References: Procedure 4155: Procedure for Using University Communication Systems/Tools to Disseminate Messages to the Stockton Community; Procedure 4200: Acceptable Usage Standards of Computing and Communication Technology; Policy I-19 Political Issues and Correspondence

Policy File Number: II-85

Approved By: Board of Trustees

Introduction:

This Policy defines the use of University group communication systems and tools to communicate with employees and students about Stockton University business, issues, or emergencies. Such group communication systems and tools are sent from University systems including email, cellular/smart phones, and other devices or platforms to most, or all, faculty, staff, and/or students.

This Policy recognizes the importance of electronic communication tools to the operation of the University while safeguarding its faculty, students, and staff from disruption of University business and mailbox clutter caused by misuse of large-scale communications. This Policy does not apply to communications within individual University units and divisions, like programs and schools.

1. APPROPRIATE USE:

The University may use group communication tools to correspond with employees and students about official University business that requires immediate notification or warrants special attention, as well as in the event of emergencies. All other mass communications to employees or students must be authorized by the appropriate approver (refer to Procedure 4155) and limited to matters affecting the majority of the designated group.

The following examples illustrate communications deemed appropriate for dissemination to most or all of the campus community:

- Emergency messages, campus alerts, and health and safety information.
- Campus operations messages about information technology services, human resources, and facilities that affect the Stockton community.
- Messages about major campus-wide events (e.g., Convocation, Commencement, Faculty Assemblies, athletic championships).

- Messages related to University policies or procedures.
- Announcements from the Board of Trustees, President, Provost, , or other University leadership.
- Communications required by law.

2. INAPPROPRIATE USE:

Messages that exemplify inappropriate use of University systems and tools in disseminating information to faculty, staff, or students include:

- Messages not directly related to the University's mission.
- Any communications that are commercial in nature, unless directly related to University business.
- Promotional, political, or lobbying activities as prohibited by Policy I-19, other University policy or procedure, or State law.
- Job postings or research recruitment.
- Marketing or advertising of programs, majors, courses, products, or events offered or sponsored by schools, departments, or organizations within the University which could be disseminated through alternate communication channels that target their specific audiences.
- Solicitations for contributions, charities, or participation in activities that are neither sponsored by the University, the University Foundation, or the New Jersey Employee Charitable Campaign, or related to University business.
- Solicitations for non-University businesses.
- Messages that contain discriminatory content, obscenity, are defamatory, or infringe on privacy.
- Messages that violate University policies or procedures.
- Messages that express or disseminate personal opinions or confidential information.

Review History:

	Date
Policy Administrator	10/08/2020
Divisional Executive	10/09/2020
General Counsel	10/14/2020
Cabinet	10/22/2020
President	10/26/2020
Board of Trustees	02/24/2021