

# STOCKTON UNIVERSITY



## 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:  
Index Cross-References: Procedure XXX: XXXXXXXX; Procedure 4200: Acceptable Usage Standards of Computing and Communication Technology  
Policy File Number: XXX  
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 students.

This Policy recognizes the importance of electronic communication tools to the operation of the University while safeguarding its faculty, students and staff from 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 approved by the appropriate authorizer/approver 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.
- Messages related to University policies or procedures.

- Announcements from the President, Provost, Board of Trustees 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 of teaching, research, and service.
- 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 that which be disseminated through the alternate communications 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 operated by University employees.
- Messages that are discriminatory content 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	
Divisional Executive	
General Counsel	
Cabinet	
President	
Board of Trustees	