

## COMMUNITY COLLEGE OF DENVER

Title: Student/General Email Communication

Guideline #: SA – 3

Approved: July 27, 2012  
July 13, 2015  
August 9, 2017

References: [System President's Procedure 4-32](#)

Approved By: Dr. Everette J. Freeman, President

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### 1. PURPOSE

Community College of Denver (College or CCD), officials, departments, student government, and other interested organizations/groups are committed to disseminating information to students effectively.

Timely and efficient communications offer all students equal knowledge and opportunity to be active, informed members of the college community.

The Colorado Community College system (System) assigned student email account shall be the primary official means of communication with students. The System expects that students sign in and check their College issued email account on a frequent and consistent basis as students are responsible for all information sent to them via their system-assigned email account. This account is free of charge and currently is active for life.

The use of student email is a privilege, not a right; and the System maintains the right to limit access. Email is subject to disclosure to third parties through subpoena or other processes.

## 2. APPLICABILITY

These guidelines apply to all College faculty, staff, and students.

## 3. DEFINITIONS

Student Email - Official college student email accounts assigned for all students admitted to CCD.

General Email – Official college faculty and staff email accounts assigned for employees of CCD.

## 4. GUIDELINES - STUDENTS

### a. College Use of Student Email

- i. Email is a mechanism for official communication within CCD.
- ii. An official CCD email address is required for all students.
- iii. The College has the right to send official communications to CCD student email accounts.
- iv. The College has the right to expect that such communications will be received and read in a timely fashion.
- v. Official email communications are intended only to meet the academic and administrative needs of the College community.

### b. General Email Communications at CCD: Students Email

- i. There are three (3) communications leads with access for distributing global communications (to all CCD or all students):
    - o Director, Community Development manages all CCD PR, media relations and executive communications for the president's office.
    - o Director, Information Technology Services (IT) manages IT communications to the CCD internal community, with backup from the IT team.
    - o Vice President of Enrollment Administration and Student Success reviews information for student email distribution from internal and external community.
  - ii. These three (3) individuals have the authority to assess communications needs and send global communications without review, although review by other CCD communicators is recommended as a best practice.
  - iii. If a communication overlaps audiences, the communications leads will confer and determine the communication strategy for messaging and delivery.
  - iv. Need for communication is established within the CCD internal community.
  - v. If need was identified by a CCD communications lead, routine distribution will follow.
  - vi. If other employees have identified the need, a request is sent to Director, Community Development listing the communication topic along with the target audience(s) and priority (high, low or routine).
- c. Assignment of Student Email
- i. Official College student email accounts are available for all students admitted to CCD.

- ii. Student email addresses are all of the form first initial and last name @cccs.edu. A number will be added to the email account name if the account already exists.
  - iii. The student email account must be activated at CCD Connect before the College can correspond with students.
  - iv. Students who do not activate their CCD accounts will not be able to access CCD student systems and services.
  - v. Any student may request that access to his or her official email address be restricted to employees with a need-to-know essential to college business.
- d. Expectations for Student Use of Email
- i. Students assume the responsibility for checking their email account frequently and on a consistent basis in order to stay current with College-related communications.
  - ii. Students have the responsibility to recognize that certain communications may be time-critical.
  - iii. A student's failure to receive and read official College email communications in a timely manner does not absolve that student from knowing and complying with the content of such communications.
- e. Privacy and Confidentiality

Users should exercise extreme caution in using email to communicate confidential or sensitive matters, and should not assume that email is private and confidential. It is especially important that users are careful to send messages only to the intended recipients.

Particular care should be taken when using the "reply" command during email correspondence, because many mailing lists are

configured to deliver replies to the entire list, not just the author of the message.

All use of CCD student email will be consistent with applicable College guidelines and System policies, local, state and federal law including the confidentiality of student records protected under the Family Educational Rights and Privacy Act of 1974 (FERPA).

f. Instructional Uses of Student Email

Faculty will determine how email will be used in their classes. It is highly recommended that if faculty has email requirements and expectations that they specify these requirements in the course syllabus.

These guidelines will ensure that all students will be able to comply with email based course requirements specified by faculty.

Faculty can therefore make the assumption that students' official CCD student email accounts are being accessed, and faculty can use email for their classes accordingly.

g. General Guidelines when Sending to all CCD Student Email Accounts

- i. The name and email address of the sender are required to appear in the "From:" or "Reply-to:" fields.
- ii. Keep messaging simple and direct.
- iii. Use plain text in messages – do not include HTML or complex content formatting. When possible, send email

messages only to the specific group of students for whom the message is pertinent.

- iv. When a message is to be sent to many recipients, place the addresses in the "bcc:" field instead of the "To:" field to prevent list members from seeing the addresses of the other recipients.
- v. Do not send attachments when sending messages to groups of students. Even small attachments can cause a burden on the student email server. Attachments can discourage readers from pursuing the remainder of the content, too.
- vi. Encourage students to check their CCD email accounts regularly.
- vii. Ensure that any non-directory information (see FERPA for definition of "directory information") is sent only to the student.

h. Examples of Appropriate Use – To All Students

- i. Commencement and convocation information.
- ii. Reminder of important financial aid deadline.
- iii. Winter Holiday campus closure notice.

i. Examples of Inappropriate Use – To All Audiences:

- i. Notice of bake sale for a student organization/club.
- ii. Request for charity donations for needy student.
- iii. Please vote for candidate "X" in this week's election.

j. Student Complaint Resolution

- i. Any complaints regarding student email communications should be addressed using existing CCD reporting and disciplinary systems.
- ii. Failure to abide by the terms of these guidelines may result in the withdrawal of access to these services or disciplinary action.

## 5. GUIDELINES – ALL AUDIENCES

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  - vi. If other employees have identified the need, a request is sent to Director, Community Development listing the communication topic along with the target audience(s) and priority (high, low or routine).
- b. Examples of Appropriate Use – Internal Audience:
- i. Notice of construction on campus with locations, dates and alternative routes.
  - ii. Weekly “Inside CCD” newsletter (consolidated news digest).
  - iii. Notice of open enrollment for employee benefits.
  - iv. Intranet site will be rebooted at 5:00pm on Friday.
- c. Examples of Inappropriate Use – Internal Audience:
- i. Notice of sale at an employee’s business.
  - ii. Please take a survey on your favorite campus lunch spot.
  - iii. Blue Honda in parking the Maple lot has its lights on.
  - iv. IPod found in Cherry Creek Classroom cafeteria.