SUBJECT: Blinn Announcement (Mass Email) Guidelines
EFFECTIVE DATE: March 31, 2015
BOARD POLICY REFERENCE: CR

PURPOSE
When appropriate, the Office of Marketing and Communications has the ability to send email announcements to broad groups, such as faculty, staff and students – which can reach system-wide and also campus and faculty specific.

OBJECTIVES
The College 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 Blinn College business related
- The information must be of a critical nature (something recipients need to know)
- The message must be short (1-2 paragraphs is recommended)
- Cannot include attachments
- No reminders (only one message per topic will be sent)
- No event related announcements will be sent

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

- 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
Use of mass email to announce events, make commercial announcements or to send personal messages is not appropriate and will not be approved.

ALTERNATIVES
The Blinn Calendar of Events is the appropriate place for announcements of parties, receptions, sales and other events less critical to the operation and safety of the campus. Additionally, events submitted to the Blinn calendar in a timely manner will be included for two weeks in the Blinn Bulletin Board. These are free alternatives to help advertise your event.

You should consider these as alternatives to a mass e-mailing in light of the nature and scope of your message.

- Posters/Flyers (submit a Marketing/Communications Request 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/Communications Request](#).