

## **MyYSU ANNOUNCEMENTS POLICY/GUIDELINES**

There are two types of portal announcements:

1. Campus Announcements - targeted to the entire campus community
2. Personal Announcements - targeted to specific audiences

### ***Campus Announcements Policy***

Campus Announcements appear as a channel within the MyYSU home page and are intended for the entire university community. The Campus Announcements channel cannot be deleted from the home page. This channel is reserved for the President's Office and MyYSU system administration messages. All MyYSU users see these messages.

Campus Announcements will be the primary method for communicating information of interest to the entire university community. This method is not intended for calendar-type events which are available in other channels. Campus Announcements will not be duplicated in mass e-mails unless information is critical for immediate distribution (e.g. critical safety/security messages).

### **Guidelines**

1. This channel is intended for quick messages that are of interest to the entire university community or to individuals across roles (examples include Commencement and Skeggs Lecture series).
2. Messages should be appropriate for all MyYSU users, including students, faculty and staff.
3. Only content managers authorized by the Campus Announcements policy may post Campus Announcements.
4. Messages are first in-first-out: When a new message is posted, previous messages move down in the list. The only way to move a previously sent message to the top of the list is to resend the message and delete the original.
5. Campus Announcements should not be sent as e-mails except when message is related to a critical security/safety issue.
6. Content managers should routinely review messages and remove out-dated messages.

### ***Personal Announcements Policy***

Personal Announcements appear as a channel within the MyYSU home page and/or may be sent as targeted e-mails. These are text-only messages with space formatting and should not sit on the system for more than seven (7) days. The Personal Announcements channel cannot be deleted from the home page.

Personal Announcements are messages targeted to specific audiences, such as "faculty" or "students", or even "Students in XX Major" or "XX Class". Additionally, this section is where students will ultimately receive automatic messages from the Banner system about holds, registration, etc.

## **MyYSU ANNOUNCEMENTS POLICY/GUIDELINES**

Currently, you may target Personal Announcements only in the following ways:

*By Role:*

- All students
- All staff
- All faculty
- Banner Finance Users
- Banner Advancement Users

*By Imported Group:*

- In addition to groupings identified above, MyYSU includes the capability to send messages to additional groups, called “Imported Groups,” from data captured by Banner.
- Requests for Imported Groups are handled by MyYSU system administration on a case-by-case basis. Contact the IT Tech Desk at 330-941-1595 for more information.
- An example of an Imported Group is all current vendors.

Additional target audiences will be available as each Banner system is implemented. For example, after the Student system is implemented, announcements may also be targeted by major or course.

Access to and responsibility for the coordination, approval and dissemination of Personal Announcements resides at the division, college or specific academic and business service area level, as designated by the Vice President or Dean of those units.

These include:

1. Office of the President
2. Office of the Provost and Vice President for Academic Affairs
3. Office of the Vice President for Student Affairs
4. Office of the Vice President for Administration
5. Office of Institutional Advancement
6. Offices of the Deans of each College
7. Division of Information Technology
8. Office of the Registrar
9. Office of Financial Aid
10. Faculty Senate
11. Student Government via Student Life Office

### **Guidelines**

1. This channel is meant for targeting certain populations within the university. Therefore, university-wide announcements should not be posted here (see Campus Announcements above).
2. Personal Announcements can be sent to the Personal Announcements channel or as e-mail. Sending the same announcement both ways is discouraged.

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3. The default expiration for a message is seven (7) calendar days. You may place a message for fewer than 7 calendar days, but please do not place for more than 7. Messages on the system for more than 7 days will be subject to removal.
4. It is possible to schedule the delivery and expiration dates of Personal Announcements in advance. To alert people to an upcoming event, consider placing your message 1-2 weeks in advance, then re-placing your message closer to the event. Again, please limit that message to 7 days.
5. Headlines should be no more than 8 words. Users will click on the headline, and then be taken to the message down below (in the same page). You will be vying for attention among multiple headlines.
6. Body text should not be too long, as only 15% of users typically read long messages online word for word. Consider placing within your Personal Announcement a link to more information.
7. Messages are first in-first-out: When a new message is posted, previous messages move down in the list. Do not modify the order of messages in the system.
8. Ignore messages that have the headline "Personal Message". These are system messages sent automatically to specific users when certain events appear in Banner. Do not delete or manage these in any way, or users may not get vital information.
9. Examples of current (and future) appropriate and timely targeted messages include:
  - a. Upcoming college, division or university events and activities sent to certain people
  - b. Class cancellations sent by an authorized individual within the college
  - c. Messages to students in a specific major
  - d. Changes to college, division or university policies and procedures
  - e. Upcoming professional development and training announcements
  - f. System messages - these are sent automatically from Banner.

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