

# Policies and Procedures Handbook

## Illinois Institute of Technology

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**Subject:** Policy Regarding Broadcast Messages

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IIT recognizes that the timely and accurate dissemination of information is important to the overall functioning of the university. To that end, IIT has developed a process to inform campus constituencies about news, events and programs of concern to the university community.

### I. Policy

The university shall use appropriate print and electronic communication mediums to communicate news and information that may be of interest to faculty, staff and students. In order to assure the appropriateness of such communication, all publications, broadcasts and voicemails and e-mails must be reviewed and approved by the Office of Communications or its designee.

Generally speaking, broadcasting of voicemail or email messages should be reserved for communication that, by its timeliness or significance, cannot be disseminated through routine communication channels identified below.

### II. Procedure

#### A. Routine Communication

Departments or individuals wishing to communicate with the university community about special events, faculty/staff announcements, new policies and procedures, or non-urgent information should submit the item to one or more of the university's internal communications vehicles, including *IIT Today*, the official university online newsletter; and/or the University Calendar. *IIT Today* and the University Calendar are managed by the Office of Communications. Posters, brochures, event signage and other print communications also can be produced through the Office of Communications to reach internal and/or external audiences.

#### B. Urgent or Immediate Communication

Broadcast voicemail and broadcast email may be used when it is necessary to reach faculty, staff and students immediately:

##### 1. Broadcast Voicemail

Broadcast voicemails are designed to communicate unanticipated occurrences to the Main Campus community-only that affect the university population (i.e., power outages, network system shutdowns, or public safety concerns). With few exceptions, non-urgent

information that will not immediately affect the majority of IIT phone system users will not be disseminated via the voicemail system. The Office of Communications, or its designee, will initiate broadcast voicemail messages on behalf of clients.

## 2. Broadcast Email

Similar to broadcast voicemails, broadcast emails should be used to release urgent information that must be communicated prior to the next edition of the *IIT Today* online newsletter. Broadcast emails disseminated by the Office of Communications may not be used as an alternative to memos, such as faculty/staff announcements, unless approved by the Office of the President or Office of the Provost.

The Office of Communications, or its designee, will send broadcast email messages on behalf of clients.

Departments or individuals that elect not to disseminate paper memos to all university employees may wish to distribute such information to a listserve of department heads along with a request that the department head circulate the information among staff members or during a staff meeting.

Department staffs are responsible for their own distribution to a listserve.