

## **Columbus State University Targeted Announcement Policy**

The targeted announcement functionality of the CougarNet portal should be used for legitimate educational, research and administrative efforts consistent with the University's mission and goals. Targeted announcements should be intended for an audience within the campus community and be of a nature that the event is not recursive, i.e. events that occur more than once with a different venue should be considered for a channel in the portal not an announcement. Minutes of meetings and other informational descriptions should not be a part of the announcement, but should be a link to a document containing that information.

### **Types of Announcements**

There are many types of targeted announcements that may be sent through CougarNet and they may be sent as an announcement as well as an email. These include a targeted audience of:

- Exclusively faculty, staff or students
- The entire campus community
- A group of faculty, staff or students identified by a unique characteristic

### **Announcement Creation**

The announcements for the entire campus, faculty or staff will be controlled by the Public Relations Office. The requests for this type of announcement should be submitted to this office through an email and contain the targeted group, the message, the requestor, the mode (announcement and/or email), and the expiration date of the announcement. The Director of Public Relations or their designee will review the request and determine if it satisfies the objectives and mission of the university. If the announcement does not meet the criteria, it will be returned to the requestor with an explanation of the denial. If the announcement does meet the criteria, it will be posted within 24 hours to the CougarNet targeted announcements within the "Campus Announcements" or the "Personal Announcements" area dependent on the targeted audience.

The announcements for students will be controlled by the Student Affairs Office. The requests for this type of announcement should be submitted to this office through an email and contain the targeted group, the message, the requestor, the mode (announcement and/or email), and the expiration date of the announcement. The authorized person in the Student Affairs Office or their designee will review the request and determine if it satisfies the objectives and mission of the university. If the announcement does not meet the criteria, it will be returned to the requestor with an explanation of the denial. If the announcement does meet the criteria, it will be posted within 24 hours to the CougarNet targeted announcements within the "Personal Announcements" area only.

Announcements that are being sent to a certain population selected from Banner will be controlled by the Technology/Communication Department within Enrollment Services.

Examples of this type of announcements are all student who are need to take the Regents' exam, Nursing students with a Columbus State University GPA of 3.00 or higher, and Computer Science students who have completed a certain course with a "C" or better. The requests for this type of announcement should be submitted to this office through an email and contain the requirements for the population, the message, the requestor, the mode (announcement and/or email), and the expiration date of the announcement. The authorized person in the Director, Technology/Communication Department of Enrollment Services or their designee will review the request and determine if it satisfies the objectives and mission of the university. If the announcement does meet the criteria, it will be returned to the requestor with an explanation of the denial. If the announcement does meet the criteria, it will be posted within 24 hours to the CougarNet targeted announcements within the "Personal Announcements" area.