Roane State Community College
Guideline G-110

Subject: Use of Roane State System Wide Distribution Lists

Approved: October 6, 2014

I. Purpose
    The purpose of this guideline is to establish the criteria and process for Use of Roane State System Wide Distribution Lists

II. Guideline

    A. Messages may be sent to distribution lists maintained by Information Technology. There are currently two official system-wide distribution lists: RSCC (*all faculty and staff*) and Enrolled Students (*currently enrolled students*). Use of the system wide distribution lists is limited to members of the Roane State Community College system. Messages must be sent to the system wide distribution lists ***using a Roane State e-mail address*** in order to verify membership in the RSCC community.

    B. Where possible, e-mails concerning events and meetings should be sent to targeted lists. Clubs and organizations are encouraged to maintain address book lists containing e-mail addresses of members and people who have expressed interest in receiving e-mail updates. Messages may also be posted to the *Just-A-Minute* or *Communicator*. Where appropriate, use the local campus distribution list.

    C. The system wide distribution lists are meant to be a tool for information distribution and should not be used as a forum to discuss or present the opinions or views of any individual and/or group. Violation of these guidelines may result in losing your ability to send messages using the system wide Distribution Lists.

    D. Your Message Should Meet the Following Guidelines. Please be respectful about the number of informational messages that are sent. The guidelines governing email distribution lists have been put into effect to ensure that distribution list messages are a benefit to the entire Roane State Community.

        1. Place the Distribution List you are sending the message to in the Blind Carbon Copy or BCC field. This will ensure replies are directed to the sender and not the entire list.

        2. Messages should be of general interest to the Roane State community.

3. Please choose a subject that accurately describes the content of your message.

4. Please do not send reminder messages about events. Please send one message only as publicity for events.

5. Messages may be sent to distribution lists maintained by Information Technology.

6. Please review your message for accuracy and spelling before sending in order to avoid sending follow-up messages that simply correct misinformation.

7. Clubs/organizations may use the system wide lists to publicize meetings once per semester only. It is the club/organization's responsibility to maintain membership lists and announcements regarding future meetings may be sent via that mechanism, but not to the community at large.

8. As much as possible, choose your audience carefully – try to send to only those individuals or distribution lists whose members would be concerned with or interested in the message.

9. Messages sent to the distribution lists must be either plain text or HTML.

10. Advertisements, except those that pertain to or are in support of a Roane State club or activity, are prohibited.

11. Messages can not contain profanity.

12. You may not send unsolicited e-mail messages to addresses culled from the Roane State address book. (SPAM) You may not share the distribution with non-Roane State personnel.

13. See also GA-18-03 Electronic Information Systems (Email) for Roane State's policy on Email.

III. Tips for Writing Professional Emails

A. Format
   1. Make your subject short but descriptive.
   2. Include any target due date in the subject line.
   3. If you respond to an email and change the subject, change the subject line as well. It will avoid confusing your response with the original subject.

4. Carbon Copy (CC) anyone who may need a record of the email but does not need to take action.
5. Be concise, professional and use correct spelling and grammar. Watch your tone.
6. If you need an answer to a question, place them separately and ask for an answer.
7. Wait until you have completed drafting and proofing your message before you fill in the TO field. This will prevent inadvertently sending the message prematurely and having to send a second email stating "what I meant to say was…."
8. Proofread, proofread, and proofread.
9. Never use ALL CAPS or all lowercase.
10. Remember email is never private. Do not put anything in an email you would not want the world to know.
11. Don't use Reply All, reply to the sender.

B. Topic and Content

1. Limit content to a single topic where practical.
2. For long emails, summarize the message in the first paragraph so that readers can scan and decide what to do quickly.
3. Limit jargon and acronyms unless you introduce or define them first.
4. Do not use emoticons in business email. They should be reserved for personal exchanges.

C. Tone

1. Handle sensitive issues by phone or in person.
2. Avoid negative words if possible… these are amplified in an email.
3. Avoid overreacting to an email. Contact the person who sent the email to clarify what was stated.
4. Professionalism is the key.