

# Asheville-Buncombe Technical Community College

# (A-B Tech) Procedure

## Procedure 701.1: Moderated Mass Employee Email

1. The Community Relations & Marketing Department is granted authority through Policy 701 Branding and Marketing to review and approve all internal and external communications on behalf of A-B Tech Community College. The department and its designees are assigned as moderators for mass employee email.
2. Guidelines and Criteria:
3. Use of the mass employee email is generally appropriate for:

* Messages that directly relate to carrying out the business of the College.
* Messages that relate to changes in College policy or time-sensitive issues.
* Messages that inform employees of an announcement or event.
* Messages that inform employees of emergencies and urgent communications.

1. Announcements that do not meet the criteria of urgent and/or critical College information may include:

* Messages that are not in line with the mission of the College.
* Messages that are personal in nature.
* Messages that are commercial in nature, with the exception of commercial activities that are in support of College business and consistent with stipulations defined in relevant College policies.

1. Senders of messages that do not meet these criteria may be directed by Community Relations & Marketing to seek other methods of communication.
2. Any exceptions to the procedure governing use of the moderated mass employee email must be approved by the President and the Executive Leadership Team.

## Definition:

Moderated Mass Employee Email: Moderated mass employee emails (known as “everyone” email) are intended to communicate the business of the College and relevant news, events, or partner information.

Pursuant to Board policy, Chapter 700, Section 701, this procedure must be followed when using the moderated mass employee email.

Owner: President’s Office; Community Relations & Marketing

Updated: July 12, 2023