

College of Coastal Georgia Visual Identity Standards: E-mail Communication Policy

Adopted by Cabinet: 1-13-09

Effective Date: 2-1-09

Policy

The College of Coastal Georgia e-mail system provides the means for rapid dissemination of official business information to faculty, staff and students. Electronic messaging (e-mail) is an enabling application that facilitates the distribution of administrative and instructional information within the campus and to external users. In order for this application to maintain the highest form of professional communication:

- CCGA e-mail is reserved for College business use.
- All faculty and staff must be accessible through the college selected e-mail applications. Computer Services maintains the centralized directory of e-mail addresses.
- Electronic messages will contain the following information:

<u>Format</u>	<u>Example</u>
Name	Jane Smith, Ph.D.
Title	Distinguished Chair of Business
School/Division Name	John Doe School of Business
College of Coastal Georgia	College of Coastal Georgia
Street Address	3700 Altama Avenue
City, State Zip Code	Brunswick, GA 31525
Phone	P: 912.279.57xx
(optional) Fax	F: 912.279.xxxx
E-mail address	jsmith@ccga.edu

- Electronic messages sent from College of Coastal Georgia shall be sent with approved fonts, as detailed in the College of Coastal Georgia Visual Identity Standards. These fonts include Helvetica, Times New Roman, Calibri, and Arial. To facilitate ease of reading, messages shall be sent on a white background with black, steel gray, or dark blue lettering. Stationary or other decorative backgrounds are prohibited.
- Electronic messages shall not contain personal, inspirational, or religious quotations; special characters such as animated features; colored or graphically detailed background.

Purpose

The college depends on the availability and responsiveness of an e-mail environment for the normal conduct of college business. Increasingly, due to non-traditional methods of instruction, the mobile nature of the college community and increased communications between faculty and students, reliance on e-mail has grown as well. This policy is a supplement to existing College of Coastal Georgia Policies on Use of Computers found in the April 2008 version of the faculty handbook as well as the Visual Identity Standards adopted August 2008.

This policy recognizes the college's dependence upon e-mail as an acceptable means of communicating administrative and instructional information. The policy further recognizes that e-mail applications are the vehicle for the transmission of information but that they are not meant to serve as, or replace, other methods of communication.