

STAFF EMAILS TO RESIDENTS

Section: Information Technology

Policy: Email may be used by staff as a supplemental form of communication for work-related purposes such as information distribution to residents.

Purpose: The purpose of this policy is to provide staff with guidelines regarding the use of email in communicating to residents, to minimize the number of emails residents get from the department, and to ensure consistency in communication. In addition, this policy is intended to help staff members stay informed of what information is being communicated to residents.

Scope: This policy applies to all University Housing staff.

Background: University Housing has become increasingly focused on customer service and clear communication by aligning language across all communication platforms, including the housing website, social media, publications, email, in-person interactions and in The Dawg House. In addition, the university has set forth guidelines for how staff members communicate with stakeholders.

Procedure:

- I. Paraprofessional staff members
 - A. Paraprofessional staff members are expected to check their email daily.
 - B. Paraprofessional staff may utilize email to maintain communication with residents for the following purposes:
 1. Program advertising
 2. Soliciting program feedback or ideas
 3. Reminder about appointments (roommate agreements or personal contracts)
 4. Reminder about checkout procedures/policies
 5. Announcements, such as upcoming community or campus programs
 6. Important dates
 - C. Email may not be used for the following purposes:
 1. Confronting behavior or policy violations
 2. Roommate conflict mediation
 3. A replacement of regular and frequent face-to-face contact
 - D. All messages to residents should be succinct, to the point and provide all appropriate information (who, what, where, when, why and how). Be professional in all written correspondence. Avoid grammatical and spelling errors.
 - E. Email restrictions are as follows:
 1. Do not give out a resident's email address to any third party.
 2. Use email only for work-related items.

3. Do not use residents' email addresses for personal benefit (e.g., signing up people to receive some sort of offer).
4. Copy supervisors on any work-related emails.

II. Professional staff members

- A. Staff members may send emails to individual residents, residents on a specific floor, small groups of residents or to student staff listservs, copying other staff members they deem appropriate.
- B. Staff members may send (or request the Housing Assignments Office to send) emails to entire buildings or communities about department-wide programs or facilities-related notifications (e.g., fire drills, quarterly inspections, maintenance) as needed, copying other staff members they deem appropriate and also copying the senior public relations coordinator.
- C. Emails sent to all residents or related to large-scale assignments processes (e.g., room sign up and apartment sign up) will be drafted by the senior public relations coordinator in cooperation with the Housing Assignments Office.
 1. The senior public relations coordinator will send the final draft to the email to the Housing Assignments Office, who will send the email through StarRez, copying the senior public relations coordinator.
 2. The senior public relations coordinator will forward the email to housing management team members, who should distribute it as they see fit.
- D. Break, move-in and end-of-semester emails
 1. Will be drafted by the senior public relations coordinator in cooperation with Residential Programs and Services staff members (break and end-of-semester emails) and the assistant to the executive director (move-in emails).
 2. The senior public relations coordinator will send the final draft to the email to the Housing Assignments Office, who will send the email through StarRez, copying the senior public relations coordinator.
 3. The senior public relations coordinator will forward the email to management team members and community administrative assistants.
- E. Urgent or emergency emails to buildings, communities or all residents
 1. When possible, will be drafted by the senior public relations coordinator in collaboration with other units. The senior public relations coordinator consult with the director of Student Affairs communications and marketing initiatives.
 2. When possible, the senior public relations coordinator will send the final draft to the email to the Housing Assignments Office, who will send the email through StarRez, copying the senior public relations coordinator. Otherwise, the senior public relations coordinator may send the email through StarRez or designate an alternate sender.

3. The sender will copy the senior public relations coordinator, director of Student Affairs communications and marketing initiatives (if appropriate) and other staff members deemed appropriate.
 4. The senior public relations coordinator will forward the email to housing management team.
- F. In cases where the senior public relations coordinator is unavailable, staff members may work with the director of administrative services and communications to draft emails.
1. The director of administrative services and communications or the executive director will consult with the director of Student Affairs communications and marketing initiatives.
 2. The sender will copy the senior public relations coordinator, director of Student Affairs communications and marketing initiatives (if appropriate) and other staff members deemed appropriate.
 3. The director of administrative services and communications will forward the email to housing management team.

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