

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

## **Policy Statement**

Voice mail, email, the College's computer network, the closed-circuit monitors, and the LED display signs are communication tools/vehicles available at Cambrian College for the specific purpose of supporting Cambrian College business activities.

Under no circumstances are these vehicles to be used to conduct a business other than that of Cambrian College, and under no circumstances are these vehicles to be used for fraudulent purposes; to obtain or share unlawful information; to advertise personal opinions and views; to seek out, view or share pornographic, obscene or abusive, material or language; to promote racism or bigotry; to solicit signatures for petitions and/or to promote support for a political party, a personal political issue, or a religious group.

Email, in particular, is not to be used as an advertising vehicle for persons, groups, organizations, or associations from the greater community, nor is it to be used to circulate chain letters or other forms of mass communication that is not specifically College business.

Where applicable, all communication must adhere to copyright laws and other laws as well as the College's Code of Conduct.

### **Voice Mail — Operational Statement**

Voice mail is a communication tool/vehicle available at Cambrian College for the specific purpose of supporting Cambrian College business activities.

Cambrian College will make every effort to ensure employee privacy. However, considering the possibility of technological failure and the fact that phone messages can be forwarded to others or played on a speaker phone, privacy cannot be guaranteed. Nor can it be guaranteed if an employee is away from the College and has not taken steps to ensure that College business is being handled in her/his absence.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Voice Mail —  
Procedures**

***Absence from the College***

If you are away from the College and not monitoring your voice mail, you should adjust your voice mail to indicate:

- ▶ That you are not available to respond to the caller until (indicate date).
- ▶ How the caller can reach someone immediately.

*Sample voice mail text*

“You have reached (your name). I am not available to respond to your call until (day, month, date, year). If you would care to leave a message, please do so at the tone and I will return your call as quickly as possible upon my return. If you require assistance prior to that, please press 0 and (name - department secretary or other College designate) will be pleased to help you. Thank you for calling Cambrian College.”

(Note: Special arrangements are made during the summer for faculty and program coordinators.)

***Access to an employee’s voice mailbox***

When and if a manager needs to access a voice mailbox to ensure College business and position, the following procedure will be followed:

- ▶ The employee will be contacted, advised of the need and reason for access, and notified that his/her password will be changed temporarily.
- ▶ If it is not possible to reach the employee, a written request from the immediate supervisor will be made to the Telecom Administrator in Information Technology to have a temporary password assigned to the voice mailbox. The employee will be provided with information regarding the reason for access when he/she is available.
- ▶ The Telecom Administrator will change the voice mailbox password to give access to the supervisor.
- ▶ The supervisor will provide the temporary password to the employee when the employee is available.
- ▶ The employee will change the temporary password to his/her new confidential code.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:  
College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Email —  
Operational Statement**

Email is a communication tool/vehicle available at Cambrian College for the specific purpose of supporting Cambrian College business activities.

Cambrian College will make every effort to ensure employee privacy. However, considering the possibility of technological failure and the fact that e-mail messages can be forwarded to others, privacy cannot be guaranteed. Nor can it be guaranteed if an employee is away from the College and has not taken steps to ensure that College business is being handled in her/his absence.

**Email —  
Procedures**

***Email to all staff***

Email addressed and sent to all staff must have relevance to all recipients and must support Cambrian College business activities.

When an individual wishes to send an email to *all staff*, he/she:

- ▶ Must first have supervisory approval do so.
- ▶ Must copy his/her supervisor on the email to indicate that the supervisor has authorized distribution to all staff.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Email —  
Procedures** (continued)

*Absence from the College*

If you are away from the College and not monitoring your email, you should adjust your email and rule to indicate:

- ▶ That you are not available to respond to the writer until (indicate date).
- ▶ How that person can reach someone immediately.

*Sample email text*

“Thank you for your email. Unfortunately, I won't be able to respond to you until after (month, date, year). If you require immediate assistance, please forward your message to (email address of departmental secretary or other College/department designate).”

Note: For assistance in creating rules, please contact the Computer Help Service Desk.

(Note: Special arrangements are made during the summer for faculty and program coordinators.)

*Access to an employee's email*

When and if a manager needs to access a person's email to ensure College business and position, the following procedure will be followed:

- ▶ The employee will be contacted, advised of the need and reason for access and notified that his/her password will be changed temporarily.
- ▶ If it is not possible to reach the employee, a written request from the immediate supervisor will be made to the Director of Information Technology to have a temporary password assigned to the employee's email. The employee will be provided with information regarding the reason for access when he/she is available.
- ▶ The system administrator, Computer Services, will change the email password to give access to the supervisor.
- ▶ The supervisor will provide the temporary password to the employee when the employee is available.
- ▶ The employee will change the temporary password back to his/her new confidential code.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces: College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors February 15, 2008**

**Computer Network — Operational Statement**

The use of the Cambrian College computer network (the System) is a privilege available to Cambrian College staff and students for the express purpose of conducting College business, enhancing the learning process, and acquiring information and knowledge applicable to College business and/or a College course/program of study.

Employees and students are required to sign and adhere to a Cambrian College Information Technology Acceptable Use Policy. A copy of that Policy is attached.

**LED Display Signs — Operational Statement**

The exterior **LED display signs** are promotional and informational tools designed to inform the public, visitors to the College, and members of the College community about College events, achievements, and activities. In the case of the LED sign on Curlook Drive, its specific purpose is to provide direction, when required, to major College activities (e.g., media conferences, Convocation, and so on).

***Responsibility***

Members of the College community are responsible for initiating requests for notices (as appropriate and applicable to areas of jurisdiction and this policy).

The Marketing and Institutional Relations department is responsible for assuring appropriateness of notice/s, for posting information, and for maintaining the information posted to the LED display signs.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:  
College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

### **LED Display Sign - Barrydowne Road**

The LED sign on Barrydowne Road is a promotional and informational tool designed to inform the public, visitors to the College, and members of the College community about College events, achievements, milestones, and activities.

#### ***Messages that may be displayed***

- ▶ Information targeted to potential students and members of the community and information related to the College's positioning efforts will receive top priority; for example, announcements about registration, convocation, open house/s, College achievements, or athletic events/achievements.

Information that is specifically targeted to the College community (students and staff) is not allowed.

- ▶ Other appropriate events will be considered by the Marketing and Institutional Relations department on a space-available basis.

#### ***Procedures***

Each request:

- ▶ Must be made using the *LED Display Request for Posting* form (see attached).
- ▶ Must be authorized and submitted by the appropriate department/division manager.
- ▶ Must be submitted to Marketing and Institutional Relations department one week prior to the dates requested.
- ▶ Will be posted for no more than 7 days, unless circumstance suggests longer exposure (e.g., continuing education registration).

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

### **LED Display Sign - Curlook Drive**

The LED sign on Curlook Drive is designed specifically to highlight an event and to provide direction to that event by directing visitors to lot 15 and the main campus buildings. It provides a stationary display format and, therefore, is limited to available space.

#### ***Messages that may be displayed***

- ▶ Major College activities/events requiring direction for visitors; for example, media conferences, convocation, registration, conferences, and so on. When not in use for this purpose, the sign will bear a greeting such as *Welcome to Cambrian College*.

Information that is specifically targeted to the College community (students and staff) or promotes activities such as pub nights is not allowed.

- ▶ Other appropriate events will be considered by the Marketing and Institutional Relations department on a space-available basis.

#### ***Procedures***

Each request:

- ▶ Must be made using the *LED Display Request for Posting* form (see attached).
- ▶ Must be authorized and submitted by the appropriate department/division manager.
- ▶ Must be submitted to Marketing and Institutional Relations department one week prior to the dates requested
- ▶ Will be posted for the day of the event only.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:  
College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Closed-circuit Monitors —  
Operational Statement**

The **closed-circuit monitors** are informational tools designed to inform students, visitors to the College, and members of the College community about emergency situations, class schedule adjustments, College events, and College/community meeting locations.

***Responsibility***

The InfoCentre, Liaison/Marketing and Institutional Relations, is responsible for posting information on the closed-circuit monitors, for ensuring appropriateness and relevancy of information, and for maintaining the information displayed on the monitors.

***Messages that may be displayed***

- ▶ Announcements
- ▶ Class cancellations
- ▶ Current day's events
- ▶ Meetings with external groups
- ▶ Upcoming events
- ▶ Hours of operation
- ▶ Important dates

Note: Clip art and logos (Cambrian's being the exception) will not be posted on the monitors.



Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

## **Closed-circuit Monitors — Procedures**

### *Announcements/Upcoming Events/Important Dates*

Each request:

- ▶ Must be emailed to the InfoCentre at [infocentre@cambriancollege.ca](mailto:infocentre@cambriancollege.ca) preferably one week prior to the dates requested.
- ▶ Must contain the announcement text (maximum 35 words/one slide).
- ▶ Must be authorized and submitted by the appropriate department/division manager.
- ▶ Will be posted for no more than one day, unless circumstance merits longer exposure (e.g., continuing education registration). Each request must indicate preferred time lines for the announcement (when it should be posted and when it should be removed).

In addition, the InfoCentre representative posts upcoming events featured on the Cambrian College website and the critical dates noted in the academic calendar.

Note: Events that are taking place off-campus and events that are not College related will not be posted on the closed-circuit monitors.

### *Class Cancellations*

Each morning, department secretaries:

- ▶ Contact the InfoCentre at extension 7289.
- ▶ Provide the names of the faculty members who are away/classes that are cancelled.
- ▶ Provide class/schedule changes.

Note: Information regarding assignments and other classroom requirements are not posted on the monitors.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:  
College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Closed-circuit Monitors —  
Procedures (continued)**

***Current Day's Events***

The InfoCentre representative posts, from the Facilities Management “Room Booking System,” all appropriate on-campus events, meetings, etc.

Note: Internal department meetings are not advertised on the closed-circuit monitors. If departments are expecting external clients, the meeting is posted on the monitors.

***Office Hours***

The InfoCentre obtains and posts daytime regular hours, evening hours, and summer hours for all service areas.

**Public Address System —  
Operational Statement**

The **Public Address System** is tool used only to inform students, visitors to the College, and members of the College community about emergency situations and situations that cause the College to alter its regular hours of operation.

***Responsibility***

Facilities Management is responsible for airing information on the Public Address System, as per the College's emergency guidelines and procedures.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces:**

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Media Wall —  
Operational Statement**

The **Media Wall**, located adjacent to the Student Court, is an extension of Marketing and Institutional Relations' internal communication program.

As with all College communication vehicles, all or part of the Media Wall will also be used to inform students, visitors to the College, and members of the College community about emergency situations and situations that cause the College to alter its regular hours of operation.

Four closed-circuit screens comprise the media wall.

**Screen 1 —  
Closed-circuit monitor information**

One screen will feature the closed-circuit monitor information.

The closed-circuit monitors are informational tools designed to inform students, visitors to the College, and members of the College community about emergency situations, class schedule adjustments, College events, and College/community meeting locations.

When required by Marketing and Institutional Relations, the screen may be used for other communication purposes as deemed by Marketing and Institutional Relations.

***Responsibility***

The Media Wall is the responsibility of Marketing and Institutional Relations. The InfoCentre is responsible for posting the closed-circuit monitor information on the one screen on the Media Wall. Additional information regarding responsibility, criteria, etc. regarding **closed-circuit monitors** can be found above.

Approved by: **Executive Committee**

**Title College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

**Replaces: College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors February 15, 2008**

**Media Wall** (continued)

**Screens 2 and 3** —

**Cambrian in the News and Media Releases and News Features**

Two screens will feature *Cambrian in the News* and *Media Releases and News Features*.

The *Cambrian in the News* screen will present items about Cambrian and/or the Cambrian community that appears in the media.

The *Media Releases and News Features* screen will profile media releases issued by Cambrian, releases issued by external bodies where the release relates to/impacts upon Cambrian College, Cambrian web news features, and live on-campus media events, as appropriate and feasible.

***Responsibility***

The Media Wall is the responsibility of Marketing and Institutional Relations.

***Procedures***

Items for the screens highlighting *Cambrian in the News* and *Media Releases and News Features* will be drawn from a variety of media sources (print and electronic, as feasible) and from Cambrian's website and other Marketing and Institutional Relations' activities/sources.

Approved by: **Executive Committee**

Title **College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors, Public Address System, Media Wall**

Effective Date

**November 2008**

Replaces:

**College Communication Vehicles: Voicemail, Email, College Computer Network, LED Display Signs, Closed-circuit Monitors  
February 15, 2008**

**Media Wall** (continued)

**Screen 4 —  
Focus on Campus**

The fourth screen will *Focus on Campus* and on activities, events, and other notices/promotions that are specific to the campus.

***Responsibility***

The Media Wall is the responsibility of Marketing and Institutional Relations.

***Messages that may be displayed under Focus on Campus***

1. Notice of College activities/events/displays taking place on campus.
2. Weekly tips/notices from approved College bodies such as the Wellness Committee and the Environmental Advisory Committee.
3. Upcoming athletic events.
4. Notice of visitors to the campus; e.g, members of the international community, recruiting tours, etc.
5. Notice of on-campus displays by members of the external community.

Note: Information that promotes activities such as pub nights is not allowed.

***Procedures***

Each request:

- ▶ Must be made using the *Focus on Campus Request for Posting* form (see attached).
- ▶ Must be authorized and submitted by the appropriate department/division manager.
- ▶ Must be submitted to Marketing and Institutional Relations department one week prior to the date/s requested.