
Subject: Virginia Tech News Daily E-Mail Policy

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1. Purpose

This policy provides guidance for the utilization of the Virginia Tech News Daily E-Mail, a service that provides a single, coordinated, and consistent process of distributing university announcements and campus notices to all university employees.

2. Policy

Electronic delivery of information via e-mail has become the primary vehicle for internal communications at Virginia Tech. However, while e-mail provides a quick and easy way to reach many people, massive communications may quickly be perceived as spam, overwhelm recipients who receive so many e-mails each day, and overload the university’s e-mail distribution systems. The frequent use of e-mail to reach large segments of the community will lose its effectiveness as a communications tool if not properly managed.

Therefore, the university established the Virginia Tech News Daily E-mail as the primary source through which all university communications will be channeled. Departments who wish to submit notices to the campus community should use the Virginia Tech News Daily E-mail. Directions for submitting notices to the Virginia Tech News Daily E-mail are outlined in Section 3: Procedures (below).

All university employees are automatically subscribed to the Virginia Tech News Daily E-mail service during the duration of their employment. Because all important university announcements will be distributed via the Virginia Tech News Daily E-mail, it is the responsibility of each employee to review this e-mail each day and read those stories and notices that pertain to them. Employees may not opt out of this service.

In addition to the daily e-mail, all information submitted to Virginia Tech News will be posted to its website, will be available via subscription (RSS) feeds, VT Mobile (text delivered to cell phones), and weekly “blue sheet” handouts for employees who do not have access to the Web or e-mail.

3. Procedures

3.1 How to Submit an Item to the Virginia Tech News Daily E-mail

Units/Departments may submit items of news and information for publications in the Virginia Tech News Daily E-mail by visiting the website at www.vtnews.vt.edu and clicking on the link “submit a notice” (http://www.vtnews.vt.edu/submit_notice_form.php). Information on events open to the university community should be submitted to the University Calendar, found on the Virginia Tech homepage,

<http://www.calendar.vt.edu/main.php>. In addition, professional communicators assigned to academic and administrative units can be contacted for assistance (<http://www.unirel.vt.edu/media/vtnews-contacts.html>) Questions may be sent to vtnews@vt.edu.

3.2 Employee Subscription

All university employees are automatically subscribed to the Virginia Tech Daily E-mail service for the duration of their employment. Employees may not opt out of this service. Employee location is not a consideration, whether in Blacksburg or at an extended location.

Employees who do not have a university PID (personal identifier), and therefore do not have a university e-mail account, will receive the Virginia Tech Weekly News Digest, also known as the “Blue Sheet,” a single-sheet, newspaper-type document that is distributed weekly to their campus departments.

In addition to receiving the daily email or the “Blue Sheet,” employees may subscribe to receive information via RSS feeds and VT Mobile (text delivered to cell phones). To subscribe for RSS feeds, visit the website <http://www.vtnews.vt.edu/rss.php>. To receive Virginia Tech news on a cell phone or PDA, visit the website http://www.vtnews.vt.edu/vt_mobile.php for directions.

3.3 Employee Criteria

Recipients of the Virginia Tech News Daily E-mail are those employees of the university who meet one or more of the following criteria, as entered into the university administrative system (Banner):

1. Employees in active salaried faculty jobs
2. Employees in active salaried university staff or classified staff jobs
3. Employees in regular (non-student) wage jobs
4. Employees in emergency hire wage jobs
5. Individuals on non-state appointments (typically those on an active P85 or P86 employment form; additionally, those who have a directory maintenance record set to print in the directory but who have no employment record)
6. Adjunct faculty on active appointments in teaching, research, or administration (NOT on a one-time payment or on a Continuing Education appointment)
7. Employees in any type of leave status.

4. References

Daily E-mail News for Employees (www.vtnews.vt.edu/email-emps.php)

Virginia Tech News (www.vtnews.vt.edu)

Virginia Tech News RSS Feeds (<http://www.vtnews.vt.edu/rss.php>)

Virginia Tech Mobile (http://www.vtnews.vt.edu/vt_mobile.php)

5. Approval and Revisions

Approved July 31, 2009 by Vice President for Development and University Relations, Elizabeth A. Flanagan.