



Virginia Tech Daily and Virginia Tech Student Edition Email Policy

No. 12200

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Affected Parties:
Faculty
Staff

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1.0 Purpose

This policy provides guidance for the utilization of the Virginia Tech Daily and the Virginia Tech Student Edition emails. These are services that provide a single, coordinated, and consistent process of distributing university announcements, notices, and information to all university employees and enrolled students.

Electronic delivery of information via e-mail serves as 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.

2.0 Policy

The university has established the Virginia Tech Daily and the Virginia Tech Student Edition emails as the primary sources through which all university communications will be channeled. Members of the campus community who wish to submit notices to the campus community should use the Virginia Tech Daily and/or the Virginia Tech Student Edition, depending on the audience they wish to reach. Directions for submitting notices are outlined in Section 3: Procedures (below).

All university employees are automatically subscribed to the Virginia Tech Daily email during the duration of their employment. All enrolled students are automatically subscribed to receive the Virginia Tech Student Edition during their academic tenure at Virginia Tech. Because all important university announcements will be distributed via the Virginia Tech Daily and the Virginia Tech Student Edition emails, it is the responsibility of employees and students to be aware of the information contained therein. Employees and students may not opt out of this service.

Both the Human Resources Division and the Division of Student Affairs will be consulted whenever a change in this policy is proposed.

3.0 Procedures

3.1 How to Submit an Item to the Virginia Tech Daily and Virginia Tech Student Edition emails

Units/departments and members of the campus community with a valid university PID may submit items of news and information for publications in the Virginia Tech Daily and/or Virginia Tech Student Edition email by visiting the website at vtnews.vt.edu and clicking on the link "submit a notice" (<https://vtx.vt.edu/notices/submitt-campus-notice.html>). In addition, professional communicators assigned to academic and administrative units can be



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contacted for assistance (<https://vtx.vt.edu/for-the-media.html#unitcomms>). Questions may be sent to vtnews@vt.edu.

3.2 Employee Subscription

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

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

In addition to the email, all information submitted to Virginia Tech News will be posted to its website, will be available via subscription (RSS feeds), and posted to the university’s social media accounts such as Facebook and Twitter.

3.3 Employee Criteria

Recipients of the Virginia Tech Daily email 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.

3.4 Student Subscription

All enrolled students at Virginia Tech are automatically subscribed to receive the Virginia Tech Student Edition for the duration of their enrollment. Students may not opt out of this service. Student location is not a consideration, whether in Blacksburg or another location.

4.0 Definitions

5.0 References

Virginia Tech News

www.vtnews.vt.edu



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Subscribe to Virginia Tech News feeds (<https://t.send.vt.edu/lp/VT-News-Daily-Public>)

Virginia Tech Daily (<https://vtx.vt.edu>)

6.0 Approval and Revisions

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

- Revision 1
Updates to include student edition email, removal of access (other than email) to publications, and technical updates to links.

Approved March 31, 2021 by Vice President for Advancement, Charles Phlegar.