

## E-MAIL GUIDELINES: GLOBAL DISTRIBUTION LISTS

The purpose of this document is to describe the global distribution lists available at Montgomery College for large-volume electronic mailings and the guidelines for the appropriate use of these distribution lists. Global distribution lists are a useful and cost-effective way of providing information to large segments of the MC community. However, the potential for unnecessarily consuming resources and cluttering College mailboxes requires that senders of global list messages adhere to some guidelines.

**Guidelines specific to each of the lists follow this first page.**

### MC'S GLOBAL DISTRIBUTION RESOURCES

MC has three Collegewide e-mail distribution lists:

1. **MC Communications List** - is MC's e-mail distribution channel used for official College business e-mails such as memos, announcements, or workshops/seminars/lectures run by various College departments. To use this list, send an e-mail to the *MC Communications E-mailbox* and the list manager will forward it Collegewide.
2. **General News** - is the global distribution list for sharing information that is of interest to the College community but are not official College business. To use this list, send an e-mail directly to *General News*.
3. **MC Urgent!!** is a limited-access global distribution list for disseminating emergency and time-critical information. Only pre-authorized personnel may send e-mail through this list.

There are also custom global distribution lists to provide a way to target specific groups of the College community. These lists can be found in the Outlook Global Address Book. Changes to these lists are routinely handled through e-mail notification to the MC Communications E-Mailbox.

### HOW TO ACCESS THE GLOBAL DISTRIBUTION LISTS

All of the College's global distribution lists are found in the Outlook Global Address Book and are identified by an icon of two faces next to the list name.

### HOW GLOBAL LISTS ARE PROCESSED AND DISTRIBUTED

The Office of Institutional Advancement assists in the maintenance of MC's global distribution resources by acting as the distribution list manager for *MC Communications List* and monitor for *General News*. An IA staff person assists users by disseminating the submitted information through the e-mail system and through *MyMC* as well. Information Technology staff manage and maintain the *MC Urgent!!* list.

*MC Communications List* delivers e-mail to **all** e-mailboxes on the Global Address List.

*General News* delivers e-mail to all e-mailboxes on the Global Address List (unless an individual has requested his/her name to be removed from the list).

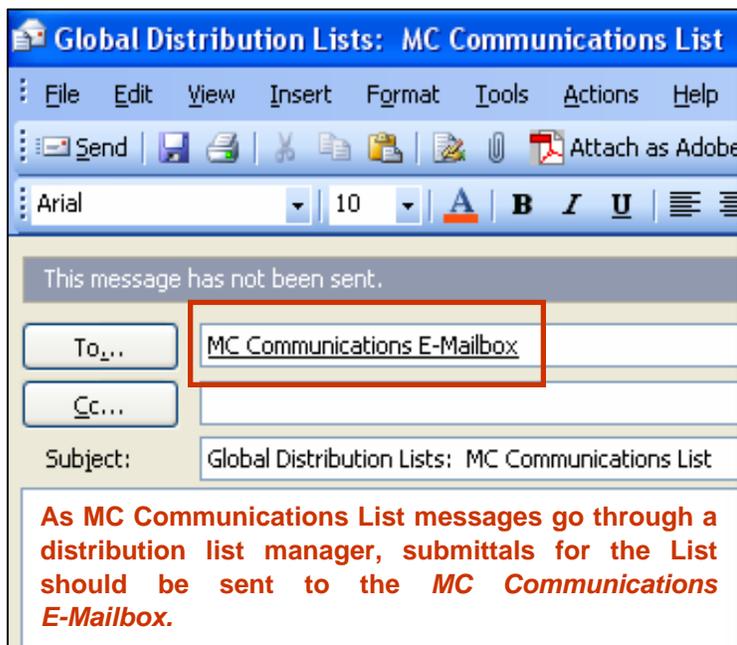
*MC Urgent!!* delivers e-mail to **all** e-mailboxes on the Global Address List.

### GENERAL GUIDELINES FOR APPROPRIATE USE

- ◆ Be considerate of your readers and choose the correct distribution list.
- ◆ Use *MC Communications E-Mailbox* or *General News* to send messages to the entire College. Do not use all of the custom distribution lists (staff, faculty, etc.) to send messages.
- ◆ Submit material that is professionally presented, thoroughly proofread, and verified for accuracy by a knowledgeable party and/or by someone in an appropriate College office.
- ◆ Be sure your anti-virus software is current to prevent widespread distribution of infected messages.
- ◆ Avoid controversial topics.
- ◆ No mass e-mail discussions are permissible.
- ◆ Do not send a message simply by forwarding someone else's e-mail.
- ◆ No personal advertising of products or services.
- ◆ Abide by the standards of the College's *IT Acceptable Use Policy*, especially those that deal with confidentiality, security, legal responsibility, and standards of behavior.
- ◆ Avoid sending paper copy of any materials distributed by e-mail whenever possible.
- ◆ The *Subject:* line of the e-mail should include information that allows readers to quickly assess the intended target audience or the message's relevancy.
- ◆ The body of the e-mail should include contact information (name, phone or e-mail, area, and campus) at the bottom of **all** distributed messages. Use only .jpg or .gif files when pasting graphics into the message area.
- ◆ Attachments are limited to Word, Excel, Acrobat, Web page, and/or Web-friendly graphics (.jpg, .gif) in order to lessen impact on mailbox space.
- ◆ Documents larger than 500KB are too large to attach to e-mails for global distribution.
- ◆ Files from Publisher or PowerPoint tend to consume mailbox space. Consider use of a URL for large attachments.
- ◆ TIP on sending flyers: when sending a PowerPoint flyer, copy and paste the slide into the e-mail message area.

## MC Communications List / E-Mailbox

The *MC Communications List* is the global distribution list for sharing news directly related to College business.



### GUIDELINES SPECIFIC TO MC COMMUNICATIONS LIST

- ◆ Material sent must follow the guidelines listed in the General Guidelines section.
- ◆ Material sent must **directly relate to MC business**.

The list manager will follow these guidelines to determine the appropriateness of messages submitted. Final interpretation of the Global Distribution Guidelines is the responsibility of the list manager.

### USE PROCEDURES

- ◆ Send final copy to the **MC Communications E-Mailbox** for consideration by the distribution list manager.
- ◆ The list manager will distribute appropriate material through the *MC Communications List*.
- ◆ As appropriate, the distribution list manager will also work with the author to find additional avenues of distribution (e.g., *MyMC*, MC's Online Calendar).
- ◆ Use Forward to reply to the contact person at the bottom of the message.
- ◆ **Replies sent to the MC Communications E-Mailbox will be returned to the sender.**

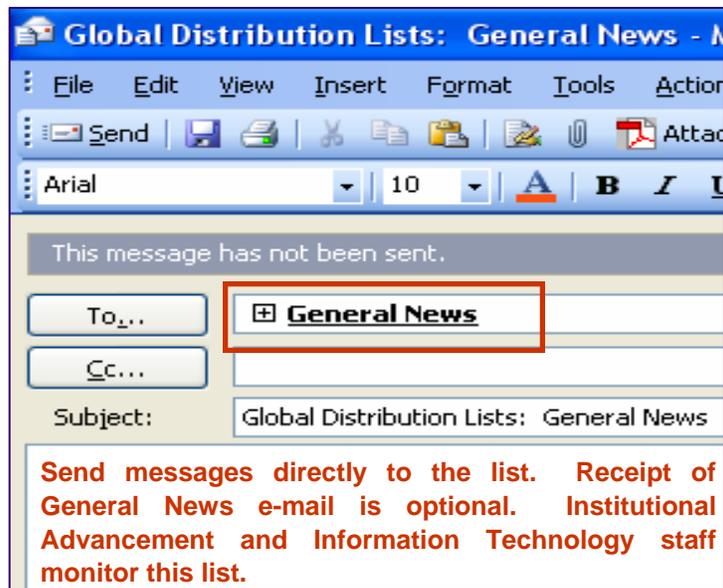
Turnaround time is expected to be less than 24 hours, under most circumstances. Material rejected by the list manager may be sent through *General News* if the material meets the criteria for that list.

### EXAMPLES OF APPROPRIATE USE

- ~ Upcoming College events and activities.
- ~ College policies and procedures.
- ~ Professional development and training announcements.
- ~ Material from the Staff Senate, Academic Assembly, and Curriculum Committee, etc., for Collegewide distribution.

## General News

The *General News* global distribution list provides a means for sharing information of interest to the College community as a whole. **College users may unsubscribe from this list.** To request removal from the list, send an e-mail request to IT Helpdesk or telephone (240) 567-7222. Users may also request to be re-added to the list.



### GUIDELINES SPECIFIC TO GENERAL NEWS

- ◆ Material sent must follow the guidelines listed in the General Guidelines section.
- ◆ Material sent must be relevant to MC's mission and/or the College community.

### USE PROCEDURES

- ◆ Send final copy to **General News**.
- ◆ Use Reply to respond to the contact or original author.
- ◆ Do not use Reply to All.

### EXAMPLES OF APPROPRIATE USE

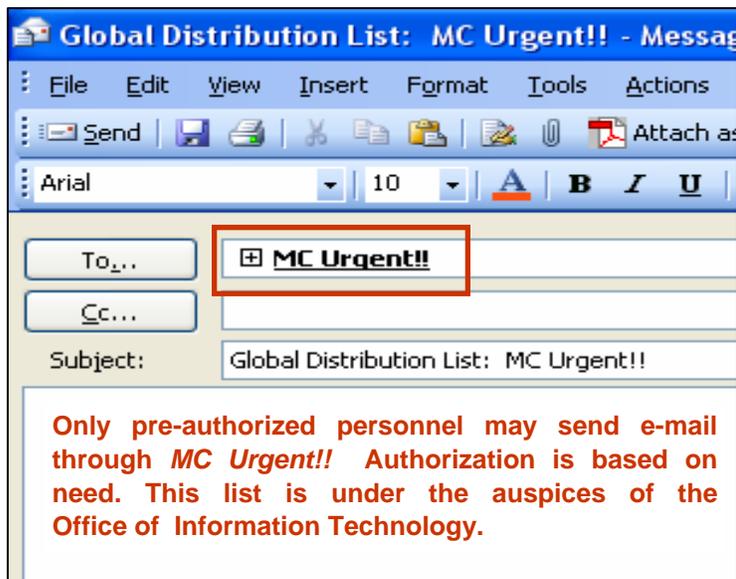
- ~ Information concerning special community events.
- ~ Community-sponsored educational discussions and/or opportunities.
- ~ Information the *MC Communications List* distribution list manager ascertains meets the guidelines for this list.

#### Tips for a Good Presentation

1. Proofread and proofread again. Check spelling and grammar.
2. Do not send corrections unless they are critical details.
3. Keep message short and easy for the eye to scan.
4. E-mail it to yourself first. This causes the e-mail scanner to check for viruses and enhances proofreading.
5. Wherever possible, imbed the information in the message area versus using an attachment.
6. Make sure the Return Receipt option is turned off.

## MC Urgent!!

The *MC Urgent!!* list is the College's limited-access global distribution list for disseminating emergency and time-critical information.



### GUIDELINES SPECIFIC TO MC URGENT!!

- ◆ Material sent must follow the guidelines listed in the General Guidelines section.

### EXAMPLES OF APPROPRIATE USE

- ~ Alerts, warnings, and emergency messages.
- ~ Virus Alerts!
- ~ Telephone and voice mail system announcements.
- ~ Computer system down messages and maintenance announcements.
- ~ Facilities announcements and emergencies (when related to the entire College).
- ~ Announcements of early closings.

## Custom Global Distribution Lists

Custom global distribution lists are groups of mailboxes joined under one list name and provide the means for users to reach a specific groups of employees. They work in a similar manner to personal distribution lists: when a user sends a message to a list name on the global list, the message is sent to all of the people who are part of that group.

Departments are encouraged to create personal distribution lists to send e-mail to their employees and to other select groups. For assistance with creating personal distribution lists, call the IT Helpdesk at (240) 567-7222.

### HOW TO ACCESS THE CUSTOM LISTS

- ◆ Custom lists can be found in the Outlook Global Address Book.
- ◆ To view the list of e-mailboxes on each custom list, right mouse click the list name on the Global Address List. Then choose Properties.

### GUIDELINES SPECIFIC TO CUSTOM LISTS

- ◆ Material sent must follow the guidelines listed in the General Guidelines section.

### USE PROCEDURES

- ◆ Send messages directly to these lists.
- ◆ Use either Reply or Forward to respond to the contact or the original author.

