

Guidelines – Internal Communications

Purpose:

Meet the academic and administrative needs of the campus by streamlining and effectively delivering a unifying message to Bismarck State College employees regarding business that is relevant to the operation and function of the college.

Definitions:

- Vital/emergent channels – Emergency notification system, all campus email
- Internal channels – The BSC intranet (the CORE), departmental blogs, campus TV screens, etc.
- Social media channels (Twitter, Facebook, Instagram, etc.)

Guidelines:

- All-campus emails should be used rarely. They should be leveraged primarily for major administrative and strategic announcements or for urgent/emergency communication.
- Nearly every other type of information should be addressed either via an email *to those affected only* and/or through BSC's internal channels.
- All employees have access to post news on the CORE and are encouraged to do so. Only articles and information posted on the CORE are pulled into the email news summaries collated and sent to all employees by College Relations.
- Many types of information should be relayed through more than one channel
- Supervisors are strongly encouraged to leverage face-to-face meeting opportunities to share and discuss strategic and organizational news with their teams.

Emergency

Campus emergency notifications should be communicated through vital/emergent channels. Campus emergencies are:

- Crises
- Weather events
- Crime, gun
- Campus closing

Strategic & Organizational News

Strategic and Organizational News should be conveyed through multiple channels including the Presidents blog, face-to-face meetings, and internal channels. At the discretion of the President, some top line strategic announcements may be addressed via all campus email. Strategic and organizational news includes:

- Management Decisions and Directions

- Relevant External News (SBHE, NDUS, Legislative)
- Organizational News
- Healthcare, TIAA, Flex updates.
- Campus Strategic Initiatives (budget timeline, program prioritization, new program changes, legislative information)

Events

Events should be communicated through BSC internal channels and social media primarily; promotional handouts are also appropriate and should be developed through College Relations. Events include:

- BSC Athletic events
- Campus events (theater, speakers, bookstore sales, Mystic Marketplace specials)
- Student-sponsored events
- Non-BSC community events
- Collaborative community events (Job Fair, Science Olympiad)

Fundraisers

Fundraisers should be communicated through internal channels and social media and/or using promotional pieces. Fundraisers include:

- Athletic Fundraisers (raffles, etc.)
- Student Sponsored Fundraisers (raising money for trips, philanthropy, etc.)

ITSS Notifications

Notifications and alerts will be limited to those affected and/or communicated through internal channels when possible. Because the reach of many outages is unknown, email to the entire campus may be necessary. System outages include:

- ITSS
- Function Specific systems (PeopleSoft (i.e. Campus Connection, HRMS)
- ITSS Security

Dates & Deadlines

Mandatory training from Human Resources may be communicated via all-campus email and during Supervisor Briefings. Messages not from Human Resources, e.g. Academic Records, Financial Aid, etc. are directed to those most affected and posted where people know where to look to find them. Dates and deadlines include:

- Employee-related: Mandatory Training from Human Resources
- Student-related: Last day to add/drop, financial aid, registration, admissions, orientation, petition for overload
- Faculty and Staff related: Grants, excellence awards, excellence through leadership, professional development classes

Facility Updates

This area encompasses the ongoing changes and updates to processes and function that are part of a large organization – elements such as department reorganization, a new process for working with a specific department, etc. Facility updates should be communicated via Operations Council and meetings with the

affected departments and by ensuring that the information is documented internally on the department's CORE Portal site and via appropriate internal channels.

Employee Announcements

Communication through CCN blog via President's Office include:

- Deaths
- Weddings/Births

The HR blog will be used to communicate:

- Hires/Promotions/Employees Leaving
- Policies/Procedures

History:

First draft reviewed by the Operations Council August 9, 2017 and approved by the Executive Council August 28, 2017; reviewed by the Operations Council January 9, 2019 and approved by the Executive Council January 28, 2019.