



SNOW COLLEGE

Communication Guidelines for Sharing Information on Campus

Updated August 1, 2024

GENERAL GUIDELINES

There are two types of messages to be considered: those advertising scheduled events (invitation) and those sharing institutional, non-event information (informative). The overarching goal is to use the best tools to reach the intended audience.

Institutional, Non-Event Messages

Institutional messages will be initiated by the administration (depending on the intended audience) with specific content delegated appropriately; established methods for distributing the information are determined by the College Communication Council (CCC).

Advertisements for Scheduled Events

Event notification and advertisement will be initiated by the hosting organization. Snow College encourages campus organizations to advertise and promote their own events. These guidelines are intended prevent wasting resources on ineffective advertising.

Campus organizations should primarily focus on “opt-in” marketing for their events. This includes:

- Building a list of people who express interest in attending events. (Through tabling, class announcements, club rush, the portal, etc.)
- Sending targeted communications to that group
- Encouraging that group to share the event with their friends

The college (Creative Services, Information Technology (IT), and Student Affairs staff specifically) will put considerable effort in encouraging students to utilize the Snow College Student Portal and check the campus calendar for events.

- Groups should be formed in the student portal with the help of IT, not separate social media platforms
- Groups are encouraged to submit their events through the Snow College calendar at least one month in advance.
- All college communication should be respectful, tasteful, and free from vulgarity, profanity, and any other form of disrespectful or inappropriate content

Available Tools

In an effort to enhance communication and reach the intended audience with an inclusive approach, the following sections define communication tools and guidelines (including purpose, frequency of messages, office responsible for communication tool, and additional details) for each.

1. STUDENT PORTAL

- The portal is managed by IT but access is available for organization/department/unit heads
- Campus organizations should encourage those interested in their events to use the student portal and join their organization there
- Campus organizations should use group messaging or group portal announcements as their primary source for advertising their event
- Clubs may post about activities in their club section of the portal at any time

2. TABLING

- Organizations wishing to table for events should schedule their event in advance and reserve the space with the appropriate scheduler for the space
- Those staffing the table can hand out flyers, ask those walking by to stop, and other forms of getting attention, but they must remain respectful of those who do not wish to engage
- A-frames may be used as signage while tabling, but must be set out and taken down with the table

3. BULLETIN BOARDS

- All hanging flyers must be placed on an approved bulletin boards only and may not be taped to windows, doors, or walls
- Flyers should be placed no more than one week prior to the event
- Flyers on bulletin boards must be removed after the event
- Flyers created by clubs and other student organizations need to be approved by the Student Life Office

4. DIGITAL SIGNAGE

- Digital signage is managed by Creative Services (Ephraim) and Library Staff (Richfield)
- Digital Signage is organized into groupings. Creative Services will determine which messages are displayed on each group of digital signs.
- Creative Services may restrict access to the screens as needed to ensure priority messages are not lost
- Events will not be displayed more than one week prior to the event. Large events, general student announcements, and institutional messages may begin to be displayed

up to three weeks prior to the event, but will not be displayed continuously during that time

5. DORM STORMING

- Campus organizations should not go door to door in student housing except to advertise events that are intended for the entire student body or to deliver a message applicable to all students
- Those going door to door should be respectful regarding the time and manner in which they use this advertising tool
- Access to on-campus housing should be coordinated through the Housing Office

6. CANVAS BANNERS

- Creative Services manages advertising/communication banners in Canvas, the current learning management system. The Teaching Learning Center (TLC) Director manages all other aspects of the LMS
- Canvas is to be used as an academic tool and sharing select institutional messaging
- Canvas banners are reserved for institutional messages such as commencement, registration, public safety, Title IX, and tuition announcements
- Only three banners will run at a given time unless there is approval from the College Communication Council

7. STUDENT PORTAL BANNERS

- Creative Services manages advertising/communication banners in the student portal
- Student portal banners are to be used for college-wide activities and events where the attendance is expected to exceed 300
- Campus-wide awareness events are also eligible for a portal banner
- Only five banners will run at a given time unless there is approval from the College Communication Council

8. STUDENT PORTAL ANNOUNCEMENTS

- The announcement section of the student portal may be used to advertise events that are open to all students
- Announcements may be posted up to one week prior to event

9. CAMPUS CALENDAR

- The campus calendar is the best way to advertise events and should be considered the primary method to advertise events that are open to all students
- Submissions to the campus calendar are open to all and are subject to approval by Creative Services
- Groups are encouraged to submit their events through the Snow College calendar at least one month in advance.

10. A-FRAMES

- Use of A-frames on campus are restricted to the following uses:
 - Directional signage during an event
 - Signage at a tabling or other event
 - Approved locations to advertise regular updates (such as a daily lunch special, campus store sales, etc.)
 - Locations will be approved by Campus Services and the College Communication Council
- A-frames must not impede walkways or other traffic.
- A-frames must be removed at end of event

11. EMAIL

- This should be the primary source for sharing information for employees
- Compliance, non-urgent information only distributed to students via email
- Limited access to distribution lists, as determined by College Communication Council

12. WORK FLOW TECHNOLOGY

- Specific tools (i.e. Office 365, Zoom) are determined by IT, in consultation with ITAC and administration
- Guidelines can be created as necessary

13. EMERGENCY ALERT SYSTEM

- Contracted platform that is used only in emergency/safety situations
- Follow established processes, including necessary approval

14. SOCIAL MEDIA

- Refer to previously-approved policies governing social media use

Available Tools for Communication

Tool	Purpose	Frequency	Responsible Party	Details
STUDENT PORTAL	<p>Announcement section is primary source on portal for advertising events</p> <p>Banners may be used for events where attendance is expected to exceed 300.</p>	General announcement one week before the event	Creative Services, access available for unit heads	<p>Encourage those interested in their events to use the portal and join their organization there</p> <p>No more than five banners will be in the rotation at any given time</p>
TABLING	Meeting F2F with students	Anytime one week prior to event	Scheduling Office, available to all units	<p>Schedule space as needed</p> <p>Can hand out flyers, ask those walking by to stop, and other forms of getting attention, but they must remain respectful of those who do not wish to engage. May use an a-frame for signage during tabling.</p>
BULLETIN BOARDS	Visual notification on campus	<p>No more than one week prior to the event</p> <p>Must be removed after the event</p>	<p>Campus Services</p> <p>College Communication Council checks for outdate material</p>	Must be placed on an approved bulletin board
SCREENS	Visual notification on campus	<p>Will not be displayed more than one week prior to the event</p> <p>Large events, general announcements, and institutional messages may be displayed up to three weeks prior to the event (TBD by Creative Services)</p>	<p>Creative Services (Ephraim)</p> <p>Library Staff (Richfield)</p>	Access may be restricted as needed to ensure priority messages are not lost
DORM STORMING	F2F personal contact	Events intended for the entire student body or a	Student Life/Residence Life	Those going door to door should be respectful regarding the time and manner

		message all students need to receive		
Available Tools for Communication, Continued				
Tool	Purpose	Frequency	Responsible Party	Details
CANVAS BANNERS	LMS Institutional messages, not daily advertising	No more than three banners at a given time, based on established priority*	Creative Services	*Priorities: #1-General institutional announcements #2- Academic Announcements #3- Approved PSA's #4- Other business applicable to <u>all</u> students (3 weeks, not necessarily continuous)
A-FRAMES	Explanation of tabling event Temporary directional signage Institutional messages Pre-approved, less-permanent bulletin boards with information (e.g. daily lunch special, campus store sales)	Day-of tabling or directional signage event	Campus Services Student Life, checks for and removes unapproved signage	Placement approved by Campus Services Must not impede walkways or other traffic Must be removed immediately following event/activity
EMPLOYEE EMAIL	Primary source for sharing information	As needed	Information Technology Office	CCC determines approved senders for various lists IT creates and maintains distribution lists
STUDENT EMAIL	Share non-urgent information	As needed	Information Technology Office	CCC determines approved senders for various lists IT creates and maintains distribution list IT monitors and releases messages from approved senders

WORK FLOW TECHNOLOGIES	Systems to conduct daily operations/work (Teams, Zoom, 365, etc.)	Daily	Information Technology Office	CIO consults with stakeholders, determines product, supports products, and trains employees on use (Some communicative tools; hence it's on the list)
EMERGENCY ALERT SYSTEM	Share urgent safety and emergency messages	As needed	Public Information Office Public Safety	Contracted service Protocols and practices by EMS Approval needed prior to utilizing
SOCIAL MEDIA	See social media use policy	As needed	Creative Services	See social media policy