



BCC Email Broadcasts

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Issued by:
Office of Information Technology

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Applies to:
Faculty, Staff, Administrators

Primary Contact:
Chief Information Officer (cio@bcc.cuny.edu)

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Broadcast Process

The BCC broadcast system allows us to communicate with our faculty, staff and students. This process applies only to college-wide communication. All broadcasts are sent by the Office of Information Technology, once broadcast requests are approved by the President, Vice Presidents or designated division approvers. Approval indicates that the exact text as requested is approved, without expectation that the content will be edited as IT is not responsible for proofreading or editing content. The email broadcast system used is intended for **text-only** broadcasts.

- All broadcasts must be approved by a designated broadcast approver.
- Broadcasts announcing college events must be sent to IT at least **five (5) business days** in advance of the event.
- Broadcast are sent at 30-minute intervals.
- Broadcasts are not sent to non-BCC email accounts such as AOL, MSN, Gmail, Yahoo, etc.
- Target audience must be specified. *Example: faculty and staff, students, only faculty, only staff, only students or all members of the college community*
- All broadcasts must contain a signature (*except in the case of a memo*). **Example: Requestor's Name, Title
Department**
- Attachments such as fliers and posters must be approved by the Office of Communications & Marketing.
- Total maximum size for attachment(s) per broadcast message is **500kb or less**.
- IT **does not** send out repeat broadcasts. College events are listed on the college calendar.
- Except in emergent situations, broadcasts are sent **Monday through Friday** between the hours of **9am and 5pm**.

Broadcast Procedure

a. Audience (*Distribution Lists*)

Using the BCC email server, there are (5) distribution lists.

AllFaculty	distribution list of BCC faculty
AllStaff	distribution list of BCC staff
AllCabinet	distribution list of the BCC Executive Cabinet
BCC_STU	distribution list of BCC students
GAL	The above lists (AllFaculty, AllStaff, AllCabinet, BCC_All) combined

b. Approval

Requestor sends the broadcast request to a designated approver in their own Division. **Example**, requestors from the *Academic Departments must send their broadcast requests to one of the designated approvers in Academic Affairs*.

The division approver reviews the broadcast message and makes any necessary changes or corrections. **Information Technology is not responsible for proofreading or editing the content of broadcasts**. The Division approvers will forward the broadcast message to broadcast@bcc.cuny.edu.

c. Format

Text Only - the email system used for broadcasting does not allow for graphics to be embedded in the body of the message. Therefore, any announcements containing images should be setup as a flyer, which can be attached to the broadcast (*flyers must be approved by the Office of Communications & Marketing*). Total maximum size for attachment(s) per broadcast message is 500kb or less. The content must be presented in a clear and organized manner. Requestors should refrain from using multiple text colors or highlighting of text. The content should be checked for spelling and/ or grammatical errors. Functioning of hyperlinks must be verified.

d. Attachments - for attachments larger than 500kb, a link will be provided at the bottom of the email broadcast directing the recipients to the file.

e. Timing - broadcast is sent out by IT in as timely a manner as possible; i.e., as network traffic will allow. IT is limited to sending broadcasts at 30-minute intervals.

Example of a Broadcast

To: Target Audience: AllFaculty, AllStaff, AllCabinet or GAL

Cc: N/A

Subject: Example of a Broadcast - COMMUNICATIONS & MARKETING



To the College Community:

[Content of the email]

John Smith, Director [Person Issuing Broadcast, Title]
Communications & Marketing [Issuing Department]

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Rules & Requirements:

- The content (*text only*) must be presented in a clear and organized manner.
- Do not use multiple text colors or highlighting of text.
- The content should be checked for spelling and/or grammatical errors.
- Functioning of links must be verified.
- Information Technology is not responsible for proofreading and/or editing content nor verifying hyperlinks.
- Target audience must be specified.
- The Subject line contains the department issuing the broadcast message [in all caps] and a brief description of the broadcast (*see above example*).
- Total attachment(s) size per broadcast is 500KB.
- All broadcasts must include a signature (*name, title and department of the person issuing the broadcast*).

Department Given Access to BCCBroadcast Distribution Lists

- **Public Safety** in order to send out emergency broadcasts.
- **BCC Foundation** in order to send out broadcasts about events.
- **Academic Affairs** in order to send out broadcasts regarding Completion.