
BCC Email Broadcasts Request Process

Effective Date: May 14, 2025

Applies to: Faculty, Staff, Administrators

Broadcast Team:

Office of Information Technology
Kelvin Contreras
Sammy Henry
Jonathan Guerra
Yohan Heredia

Primary Contact:

broadcast@bcc.cuny.edu

Updated on: May 14, 2025

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Bronx Community College Broadcast

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 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. All broadcasts must be approved by a designated broadcast approver.

- a. Broadcasts announcing college events must be sent to IT at least **five (3) business days** in advance of the event.
- b. Broadcast are sent at 30-minute intervals.
- c. Broadcasts are not sent to non-BCC email accounts such as AOL, MSN, Gmail, Yahoo, etc.
- d. The target audience must be specified. *Example: faculty and staff, students, only faculty, only staff, only students, or all members of the college community*
- e. All broadcasts must contain a signature (*except in the case of a memo*).
Example: Requestor's Name, Title
Department
- f. Total maximum size for attachment(s) per broadcast message is **500kb or less**.
- g. IT **does not** send out repeat broadcasts. College events are listed on the college calendar. Revised broadcasts are allowed.
- h. Except in emergency situations, broadcasts are sent Monday through Friday between the hours of 9 am and 6pm.

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_STU) combined

b. Approval

The requestor sends the broadcast request to a designated approver in their own Division. For 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

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 a timely manner, as network traffic allows. IT is limited to sending broadcasts at 30-minute intervals.

f. Example of a Broadcast

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

Cc: N/A

Subject: Example of a Broadcast - COMMUNICATIONS & MARKETING

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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*).

Designated Broadcast Approvers (as of May 14, 2025)

Office of the President

President
Robert Diaz
Amirah Cousins

Office of Academic Affairs

VP Luis Montenegro
Katherine Acevedo Coppa
Albert Robinson (***CTLT Workshops & Service Announcements Only***)

Division of Enrollment Management

VP Bernard Gantt

Division of Student Success

VP Manny Lopez
Jessenia Paoli IAVP (***must cc Manny Lopez***)

Division for Strategic Initiatives

VP Eddy Bayardelle
Katherine Paez (***must cc Eddy Bayardelle***)
Emily Marino (***must cc Eddy Bayardelle***)

Office of Administration & Finance

IVP Octavio Gomez
David Taylor AVP
Luis Martich AVP & CIO

IT Alerts

Luisa Martich, AVP & CIO
Alan Mei (***must cc Luisa Martich***)
Juan Espinosa (***must cc Luisa Martich***)
Augusto Reyes (***must cc Luisa Martich***)

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.
- **President Office....**