

**SCHOOLCRAFT COLLEGE**  
18600 Haggerty Road, Livonia, Michigan 48152-2696

**USE OF OFFICIAL STUDENT EMAIL ADDRESSES:  
GUIDELINES FOR FACULTY AND STAFF**

1. Appropriate use of email addresses is essential to the success of this mode for contacting students. On one hand, if the address is used to communicate too much information too often, particularly if the information is perceived to be unimportant, students will abandon the system. On the other hand, if sensitive, confidential information is communicated via email, the student's privacy rights may be violated. This procedure is intended to help guide the appropriate usage of student email, in particular those messages sent **from** college administrators, faculty and staff **to** students. Students may choose to use their email accounts more broadly than prescribed by these guidelines.

As steward of the official student email address, the Office of the Registrar is responsible for directing use of student email.

2. General guidelines:
  - a. Keep messages simple and direct.
  - b. When possible, send email messages only to the specific group of students for whom the message is pertinent.
  - c. When a message is to be sent to more than one recipient, do not list all the recipients in the message; alternatively, include all recipients' addresses as "Bcc:" instead of "To:"
  - d. A "From:" or "Reply-to:" name and email address of the sender is required.
  - e. Encourage student to check their @apps.schoolcraft.edu accounts regularly or to forward their account to an address that they will check regularly.
  - f. Ensure that any non-directory information (see catalog for definition of directory information) is sent only to the student. Refer to Procedure 2012.1.
  - g. Emails to all students promoting campus events and activities will not be permitted. The website, social media and other methods of promotion are encouraged. Other emails to targeted groups of students are acceptable, but must be approved by the Registrar.
  - h. While opt-out options must be offered on email correspondence, currently enrolled students cannot choose to opt out of communications.
3. Examples of appropriate uses<sup>1</sup>

- a. Communicating commencement information
- b. Degree audit and progress information
- c. Notification concerning students' change of course schedules (drop/adds), waitlist notification, withdrawals, and residency
- d. Notification of cancellation of registration
- e. Emergency notifications
- f. Student aid processing issues and deadlines
- g. Academic departmental information such as class changes, registration issues, new courses, and job-opening lists
- h. Information about academic support services and academic policies
- i. Advising appointments
- j. Notices about student internships and workshops
- k. Payment deadlines and other Cashier/Student Account information

4. Examples of inappropriate uses:

- a. Information unrelated to College business
- b. Solicitation
- c. Promoting political viewpoints
- d. Personal information
- e. Messages containing confidential information such as course grades, financial aid award amounts, or tuition/fee payment amounts
- f. Emails that violate Procedures 2012.1 and/or 2012.2

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<sup>1</sup>Email may not be appropriate for transmitting sensitive or confidential information. Direct students to secured environments (e.g., WebAdvisor, Blackboard) to obtain confidential information