Student Communications Policy

While email has become the college's primary means of communicating with students, our students have repeatedly expressed dissatisfaction with the amount of email that comes to their @hcc.edu account. As a result, many students simply refuse to check their HCC email.

To reduce the volume of student email, ensure that important information is easily identifiable and better organize event/activity notifications, the college has established a student communications policy. Effective April 2014, all-student emails (messages to students@hcc.edu) are limited to the following channels:

Week at a Glance goes out each Monday morning with a listing of activities and events for the coming week, including bake sales, concerts, plays, yoga, fundraisers, book buyback, transfer visits, math workshops, etc.

> **Brevity:** Because space is limited, please make your announcement as brief as possible. Include the date, time, location and event title. For example:
>
> Scholarship Essay Workshop
> March 23, 2015
> 12:30 p.m.
> DON 171
>
> It is always preferable to link to an event posting on the college events calendar, where you can include a full description of the event. See below for how to submit.
>
> **To submit information to Week at a Glance**, send your info to egolen@hcc.edu by the Wednesday prior to the Monday mailing in which you'd like your post to appear. While we try to limit posts to the week of the event, depending on space availability, an advance notification (up to one month prior to the event date) may also be requested.

Need to Know is a monthly (or twice monthly, as needed) communication from Academic Affairs, Student Affairs, Student Accounts, Financial Aid and the Registrar, that contains important information that students *must* know, such as the last day to withdraw from classes, insurance waiver information, final exam schedule, college policy changes, deadlines for financial aid applications, etc.

To submit information to Need to Know, send information to cyurko@hcc.edu by the first or third Monday of the month.

Additional Channels
Alternatives to mass email include:

Events calendar on the college website
Event information may be sent to communications@hcc.edu. Those who wish to may also be trained to post to the events calendar on the college website—just send us a message.

HCC Social Media
Requests for Facebook/Twitter/Google+ and LinkedIn postings should be submitted to communications@hcc.edu.

Targeted Messages
Want to share information with a targeted group of students, such as veterans or students in specific degree programs? Ask the registrar for a list and email these students as a group. Place your name in the To address line and place student email addresses in the bcc line to ensure everyone's privacy.

Permitted All-Student Emails

All-student email messages must be approved by the college president or a division vice president.

All-student emails are restricted to critical or time-sensitive information that affects a large number of students, including:

- Unanticipated IT events

- Official announcements sent on behalf of the President or his designees that are urgent and important to the entire campus community and cannot be effectively communicated via another channel.

- Emergency notifications: significant disruptions to the college's operations including events that pose a threat to public safety, unscheduled closings/late starts and unexpected changes in traffic, vehicular access and/or parking due to emergency situations.

We appreciate your cooperation as we work to improve the way in which we communicate with students. We hope that over time we will see positive results. As always, we welcome your feedback at communications@hcc.edu.