

Internal communications convey necessary information that supports and advances the mission of Cuyahoga Community College (“the College” or “Tri-C®”). The goal of internal communications is to keep Tri-C administration, faculty and staff informed about the College and to seek feedback from them. Thus, the Integrated Communications department develops, manages, and monitors the appropriate vehicles to share these messages. All College-wide internal communications must be reviewed and approved by Integrated Communications Department (“ICD”) to ensure that they are clear, follow College brand and style guidelines, convey the culture and values of the College, and meet the Americans with Disabilities Act guidelines. As a state-funded institution providing programs and services to the public, Tri-C must comply with all State and Federal requirements of non-discrimination and effective communication.

A. Scope of Internal Communications

The Integrated Communications department provides guidance and resources to support internal communications that address:

1. Significant changes to College programs or services; organizational strategy and structure; or employee jobs, pay, benefits or working conditions
2. General news and information about the College, employees, events and activities
3. Information pertaining to employee health, safety and well-being
4. Internal issues that are sensitive and/or of potential concern to employees
5. Internal issues that are sensitive and/or of potential interest or concern to external stakeholders, clients or the general public
6. Emergencies or crises
7. Messages from the President and executive leadership team
8. Important or time-sensitive information
9. Legal announcements – messages the College is required to share by law

B. Communications Methods including, but not limited to:

1. Tri-C Times, our award-winning College magazine;
2. Inside Tri-C, our employee e-newsletter;
3. Today at Tri-C, our employee/student channel;
4. College-wide emails and videos;
5. Kweb, the College’s intranet;
6. Any College websites;

7. Any College-wide or individual department Social Media channels.

C. Mass Communications

A mass communication is any message sent to a large College audience (e.g., all students, all faculty, all staff) through all communication channels. Communications sent within a department, program area, organization or similar subset are not considered mass communications. All mass emails must follow Tri-C's Internal Communications Policy and Procedures and adhere to any applicable state and federal laws. Any student communications must be coordinated with the department(s) responsible for overseeing Enrollment Management.

1. Integrated Communications considerations in determining the scope and method of communications include, but are not limited to:

- a. The value of Employees' time and privacy
 - i. Intentional scheduling and targeted mailing lists to ensure efficiency and effectiveness.
- b. Clarity, consistency, conciseness, and accuracy
- c. ADA compliance
 - i. All communications must be compatible with assistive technology (e.g., screen readers, captioning, voice recognition software)
 - ii. Prior to issuing any communication, Integrated Communications ensures quality checks and application of relevant tools.

2. Appropriate Senders - While an Integrated Communications representative must physically send mass communications, the official sender (denoted in the "From" field) may be from a variety of administrators or offices.

- a. Appropriate senders include the President, Provost, Campus Presidents, Human Resources, Information Technology Services, Diversity and Inclusion, and other Administrative Offices
- b. The email should come from the top-level administrator or executive in the area from which the message originates (or "The Office of...").

3. Appropriate Topics - See section A (1 – 9) above

4. Inappropriate Topics including, but not limited to:

- a. Political statements or expressions of personal opinion;
- b. Topics not related to the College functions or activities;
- c. Topics violating Tri-C's Free Speech or Employee Conduct policies;
- d. Unauthorized fundraising or solicitation;

- e. Lost and found;
- f. Repetitive or redundant messages.
- g. Individual class promotion or announcements;
- h. Messages that pertain only to select groups (not the entire College community)

5. Alternatives to mass communications: See section B (1-7) above

D. Targeted Emails

Individuals and departments throughout the College may send emails to smaller, targeted groups on their own; however, ICD can help you get your message across in the most effective way by providing design and editing services.

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