



CITY
EAST
HARBOR
MISSION
PIERCE
SOUTHWEST
TRADE-TECH
VALLEY
WEST

TO: LACCD Colleges

RE: Acceptable Use of Mass Email Distribution

Mass email distribution is appropriate for information that pertains to the majority of the recipients, is critical and/or time-sensitive, and meets one or more of the following standards:

- Alert the campus community to situations regarding emergencies, or health and safety risks;
- Provide essential information to the operations or execution of business;
- Notify the college/district community about changes in governance, policy, and practice;
- Communicate important information from the Chancellor, President, or other institution senior leadership

Inappropriate Use of Mass Email

Mass email distribution is not appropriate for use when the message is not pertinent to the majority of the recipients and not in line with LACCD's mission of teaching and enabling student success:

- Messages not in line with LACCD mission and values (e.g. Derogatory, discourteous, derisive, or using rude and unprofessional language);
- Messages that are discriminatory or infringe on privacy;
- Messages are commercial in nature;
- Messages with political content or support of political activities;
- Marketing or advertising unrelated to LACCD or the colleges;
- Solicitations for contributions, charities, or participation in personal activities not related to LACCD purpose or sponsored by LACCD;
- Solicitations for non-LACCD businesses operated by staff or faculty.

Mass Email Distribution Use and Access Assignment Approval

This is a very useful feature in the mass communication function for any institution. The capability to use mass email distribution lists (All College/All District email processing), must be limited in the following manner:

1. Presidents, PIOs/PR Managers, Directors College Facilities, IT Regional Managers are automatically accorded this capability.
2. All union leadership to include President, Vice Presidents as well as faculty leadership (AFT / Senate / Staff Development Coordinator) shall have broadcast email authority for their respective units.
3. At District level, Chancellor, Deputy Chancellor, Vice Chancellors, CFO, General Counsel, Director of Communications & External Relations and Director of Risk Management are accorded this capability automatically.
4. The authority to issue approval for such capability is approved at the Senior Staff level at both the College and District locations: College President and Division Head must review and approve access assignment to any additional persons.

Directive Number 201

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5. The ability to use the All College function is limited to internal campus usage only. Individuals from other campuses may not have the ability to use the All College email function at another campus without the permission of the college president.

When using the All College list the User places the address in the BCC address line thus eliminating the ability to "Reply All" to the entire campus.



Francisco C. Rodriguez, Ph.D.
Chancellor

cc: Board of Trustees
Executive Staff
College Presidents
Senior Staff
Personnel Commission