

SISC Email Communication – Best Practice Guidelines

1. The SISC bulk email feature is to be used only for the purpose of communicating targeted messages related to academics, specific UBC business and programs and emergency or safety notifications.
 - a. A targeted message is one that contains information that will be seen as relevant by every recipient
 - b. SISC email address should not be used for general advertising, or event promotion (even internal events),
 - c. Enrolment Services can assist in providing training for users to help them make sure they using the correct search and parameters for finding the correct students for your message.
 - i. Note: REGI status doesn't mean the student is registered in both terms.
2. All emails sent through the SISC are logged in the SISC Communication Tracking and have the senders SISC ID attached
3. Departments should be strategic in their communication with students
 - a. Instead of sending 3 emails about events, create a strategic, targeted email containing a list of events and opportunities coming up in the next weeks/months
4. **Departments** needing to send a less targeted email must receive approval from Fred Vogt prior to sending.
 - a. Departments should be creative and find other methods of communicating to students, social media, a departmental list serve that students can provide an email address to opt in, a newsletter.
 - i. SISC email address should not be pulled off and used in department list serves

Some extra reading for more information

- SIS Blog – **Student emails, staff emails – What's Private** - <http://blogs.ubc.ca/sisupdates/2012/01/student-emails-staff-emails-whats-private/>
- Read Canada's (upcoming) **Anti Spamming Legislation** - <http://www.ic.gc.ca/eic/site/ecic-ceac.nsf/eng/gv00521.html>