



## Student Affairs Targeted Announcement Guidelines

The Student Affairs Communications and Student Media team is here to help you promote your events and programs/services to students, faculty, and staff. One avenue of promotion is via Targeted Announcements (TAs). **To initiate your request, please fill out the TA section of the Communications form found on our web page: [neu.edu/~saffairs/Comm](http://neu.edu/~saffairs/Comm).**

Please send requests **at least 10 business days before the posting date**. We will do our best to accommodate urgent requests, but due to the volume and frequency of requests, we *cannot guarantee* they will be accommodated. The posting schedule will be determined by our team based on relevant factors such as registration deadline, date of event, etc. To minimize the number of emails sent, several events may be combined into one post.

Please refer to page 2 of this document for detailed information about what are considered appropriate/inappropriate announcements.

**Requests must be submitted by the sponsoring office's director or their designee.** The director should **review** the announcement before it is sent to ensure that the content is correct before it is submitted to us. Your office is responsible for the content. The Communications team will proofread announcements and edit for grammar, appearance and style.

If major edits are needed, the revised announcement will be sent back to the Director or Unit Head for review before the announcement is posted to ensure that the meaning/tone of the message has been retained. Those needing only minor edits will be posted without further departmental review.

Per university policy ([click here to review](#)), only **ONE e-mail announcement per topic** can be sent. Multiple e-mails are **not** allowed.

- If an event includes multiple activities, send one e-mail with all of the events listed under the topic.
- **One** follow up is allowed in the portal, not by email.
- An exception may be made for **one** follow up email announcement of a change to or error in the original information sent. **The Vice President for Student Affairs must approve these.**

### **When sending an announcement, include the following:**

- Date(s), time(s), and location(s) of the event.
- Mention whether the event is free and whether it is open to students, faculty and/or staff.
- A contact person/office and number/email for more information.

**Images are no longer permissible in targeted announcements, but you may provide a link or a flyer in PDF format.** Make sure your flyer also follows the identity manual guidelines detailed above.

## Student Organizations

Student organization leaders should be instructed to call Student Leadership Development (SLD) (ext. 4660) for student group guidelines. SLD will post a periodic summary of upcoming student group sponsored events.

## Appropriate Use of Targeted Announcement System

- College/Department Events and Activities
- University-wide Deadlines (registration, financial aid, etc.)
- Changes to Department/College Policies and Procedures
- University-wide Meeting Announcements
- New Hire/Search Info

## Inappropriate Use of Targeted Announcement System

- General department updates
- Events/info for Student Affairs Staff (send through the NEIUpport group)\*
- Awards received by administrators or staff members
- Student jobs
- Course availability announcements
- Non-NEIU related announcements
- Personal information announcements (retirements, deaths, births, etc.)\*\*
- Announcements targeted to specific departments/offices should be communicated via e-mail from a department or individual account, not through NEIUpport announcements to all.

**\* Any staff member can send an email to select or all Student Affairs Staff via the Student Affairs Staff group in NEIUpport.** To do so, log into NEIUPort and click on Groups in the upper right corner. Access the SA Staff group and click on Email. This group should be used for announcement of important events/information for Student Affairs staff.

**\*\* Death notices of current employees, retired employees, and previous NEIU presidents will be sent out by the Public Relations office.** To request a death notice be sent via Personal Announcements, contact the Public Relations office. Death notices of family members of employees will not be permitted through Personal Announcements. Departments are encouraged to send via department/college/division e-mail listservs/groups or individual e-mails.