

Mass Emails – the use of RVC-E Rock Valley College Administrative Procedure (2:10.010)

A. Purpose

Rock Valley College strives to use all forms of campus communications resources effectively and efficiently. Email is an efficient, cost-effective, and environmentally friendly way to communicate with large groups of people. However, non-strategic use of mass email can reduce employee productivity and hinder the college's ability to deliver critical messages.

B. Department and Primary Point of Contact Involved

Division: Institutional Effectiveness & Communications

Department: Communications & Marketing

Point of Contact: Executive Director of College Communications

C. Definitions

Distribution list – these are designated lists created by RVC Information Technology used to reach targeted groups

RVC-E – the email distribution list for all RVC employees.

D. Procedures

The use of college distribution lists

- The use of the all-employee distribution list is limited to specific individuals and departments who may need to distribute critical and timely information to all college employees.
- The use of the all-employee distribution list should be used sparingly and only for critical and timely information.
- The Communications and Marketing Office will approve any emails to all employees before they are sent. Except for mission-critical, time-sensitive messages from Operations.
- When using distribution lists, place them in the bcc. By doing so, recipients will not be able to “reply-all,” which is the default setting on most mobile devices.

Approvals

Rock Valley College

The use of the RVC-E feature through Outlook is reserved for special circumstances only. It must be approved by the President or divisional vice president prior to final authorization from either the Executive Director of College Communications or the VP of Institutional Effectiveness & Communications.

Reference: Board Report #6223

Implemented: July 21, 2026

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