

Email Content & Signature Policy	BOT Approved: 11/15/2016. Update approved 10/21/2021.
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PURPOSE:

This policy serves to ensure email content, including signature blocks, sent from Garrett College employees supports the institution in a professional, positive, and supportive manner while adhering to by federal, state, and local guidelines, include FERPA, HIPPA and other regulations.

POLICY:

Garrett College email is business communication and must represent the College in a professional and favorable manner. Garrett College email must abide by federal, state, and local guidelines, including FERPA regulations.

PROCEDURES:

It is recommended that when sending Garrett College email, ensure the content is professional, objective, and factual, includes a descriptive subject line, and has sparing usage of words in all capital letters, bold font and italic font. Email communication from Garrett College must not contain any of the prohibited items listed in the Email Content Policy.

When sending Garrett College email, ensure it does **NOT** include:

- Stationary
- Excessive use of logos, images, emoticons, pictures, or other graphics
- Religious material, quotes or statements
- Political material, quotes or statements
- Profanity, slander, or sexually explicit or offensive content
- Advertising for events, programs, etc., not related to Garrett College or its Auxiliaries.

The signature block in a business email is synonymous with a paper letterhead in that information relayed in the signature and letterhead represent the institution. Therefore, Garrett College requires all full and part-time faculty and staff to use an email signature.

The standard Garrett College email signature must have:

- A line differentiating the end of the message and the beginning of the signature block
- Name (appropriate prefixes and suffixes, optional)
- Title
- Department, office number (optional)

- College address
- Email and phone, fax, and (optional) cell numbers

The standard Garrett College email signature may also include a link to the Garrett College website and/or Garrett College affiliated auxiliaries, organizations, and/or programs.

For examples of email signatures, please refer to the Brand Management Guide located on the Marketing Department's intranet page.

Report any suspected infringements, offenses, or violations of this policy to the direct supervisor of the alleged violator. Violation of this policy could result in disciplinary action. The direct supervisor will be responsible for determining if a violation of the Policy exists. If so, the responsible Dean will determine the course of action. In a case where a Direct Report to the President is determined to violate the policy, the President will determine the course of action. In a case where it is determined that the President has violated the policy, the Board Chair will determine the course of action.