

Email Policy for The Marketing & Communications Department

I. Introduction:

The Marketing & Communications Department of Bryan College holds the responsibility for overseeing all official external communications from the institution that are not directed towards alumni. This policy outlines the procedures and guidelines for requesting and sending emails to ensure the best results and compliance with brand standards. These services are available through ticket requests submitted through the Bryan College ticketing system at www.bryan.edu/ticket. To ensure the proper documentation, approval, and execution of requests, **the department will only consider and respond to requests that are received through the official ticketing form.** Requests submitted through any other method will not be considered.

II. Request Notice:

- All email requests and their content must be submitted with **a minimum of 5 business days' notice.**
- Marketing & Communications Department has the final say on the dates and times of email sends.
- Requested timelines will be considered but may be affected by factors such as open/click rates, other scheduled emails, email priority, audience, etc.

III. Authority and Discretion

- The Marketing & Communications Department retains the authority to edit or update any content provided to ensure that it aligns with the brand and messaging of the college.
- The Marketing & Communications Department retains the authority to reject email requests for reasons such as, but not limited to, insufficient notice provided, failure to align with the brand or messaging of the college, and excessively high demand for emails.
- The Marketing & Communications Department retains the authority to reschedule or reprioritize emails in response to higher priority requests that may arise.

IV. Frequency of Emails:

- To avoid overwhelming our audience and reducing open and click rates, we limit the frequency of email requests targeting the same or similar audiences to **a maximum of two per week per client, or a total of four per week for all client requests targeting the same or similar audiences.** In addition, **there is a limit of 1 email per day that targets the same or similar audiences.** It is important to note that there may be separate requests from different clients that target the same audience.
 - Email requests are generally processed on a first come, first served basis. However, the Marketing & Communications Department reserves the right to prioritize certain email requests over others based on the urgency and nature of the content.
 - Admissions receives priority for email requests, especially for application and deposit pushes, and a standard week typically includes 2-3 application push emails.
 - Exceptions to these rules can be made for urgent notifications such as final reminders to RSVP/register for an event or notifications regarding final event information sent the night before the event, which may require a third email.
 - Additional exceptions are at the discretion of the Marketing & Communications Department.

V. Mailing List Requirements:

- To ensure timely and effective delivery, mailing lists should be submitted to the Marketing & Communications Department at least **1 full business day prior to the scheduled send date.** Failure to provide the mailing list within this timeframe may result in delays or a potential alteration to the original send schedule.

VI. Special Email Requests:

- All emails to alumni must go through the Advancement Office and can be submitted to advancement@bryan.edu.
- All emails to on-campus enrolled students must go through the Student Life Office and can be submitted to osl@bryan.edu.

VII. Conclusion:

This policy is designed to ensure efficient, effective, and consistent email communication from Bryan College. Following these guidelines and procedures will ensure that emails are sent on time, reach the right audience, and are in line with brand standards.