MyUB Constituent Communications Business Rules

When planning your communications strategy, please consider MyUB as a way to augment other methods like the events calendar (www.buffalo.edu), departmental emails, or print postings.

Registration Process

1. Prospective contributors must register (and later submit announcements) using the Communications Toolbox. They will normally be a UB employee.
2. The registration process collects information for our records and future outreach (identity, director, and area(s) of authority. A copy is emailed to the contributor.
3. Using this information, the MyUB Information Coordinator will contact their director as needed for confirmation.
4. Once confirmed, the MyUB Information Coordinator gives the contributor access to the Toolbox and notifies them they can now submit announcements to MyUB.
5. After any major changes in responsibilities or duties, contributors are asked to re-register with the Toobox. Should their affiliation with the university cease, the MyUB Information Coordinator will revoke their access.

Publication Process

1. All communications must be coordinated through a registered contributor and authorized by their director.
2. Routine submissions should come through the Communication Toolbox. For exceptional or urgent requests, also contact the MyUB Information Coordinator.
3. The MyUB Information Coordinator will request clarification as needed.
4. Suitability, duration, and audience are established by the MyUB Information Coordinator based on precedent and these Business Rules.
5. Rarely messages may receive additional emphasis, such as **bold** and colored font -- precedent has been set for **blue text** (Bulls, True Blue, or Blue & White Society), **green text** (environmental stewardship), and **bold-red text** (reserved for critical importance). This enhancement is at the editorial control of the Portal Team.
6. Need to Know messages are displayed for a maximum of 7 days -- longer dilutes the impact of your message as well as those around it. General Announcements may run longer than Need to Knows, but generally your message will reach its widest audience within a week, and a longer run will have little additional impact.
7. Submissions are normally processed within three business days, but please allow extra time at busy times (e.g. semester startup) or during holiday periods.
8. The Portal Team retains final oversite on what appears in the portal.

Questions

Please direct all submissions or inquiries through the Communications Toolbox: www.buffalo.edu/aboutmyub/toolbox/ (MyUB-NTK@buffalo.edu)

If the matter is urgent, you may also call the MyUB Information Coordinator (645-4604).

Need to Know

Used for issues that have a direct impact on academic, financial, business, or personal well-being, defined in terms of impact on the target audience, the concerned office/service, or on the university at large. Can be proactive or reactive.

examples
- <u>academic/financial deadlines</u> (e.g. final date to register for next semester without penalty; checkstops)
- <u>administrative alerts</u> (e.g. reminder to check addresses in HUB; global reminder to use e-mail forwarding so UB messaging can work effectively; reminder of FERPA restrictions)
- <u>major impact on all constituents</u> (e.g. Distinguished Speaker cancelled; campus roadwork or parking lot closure; scheduled loss of water/power)
- <u>personal safety or health bulletin</u> (e.g. phone scams; flu shots)
- <u>technology alert</u> (e.g. virus crisis; e-mail delay; changes to UBlearns; new MyUB feature; infrastructure downtime)

General Announcements (formerly named "Check These Out!")

Announcements of more general interest to employees, or non-critical information that an office/department, the university at large, or the MyUB team wish to communicate. May also include relevant off-campus events or those of broader impact than the university itself. They will not have a great, negative impact on people who are not aware of them.

examples
- <u>campus event</u> (e.g. stress workshop; Blood Drive; SEFA event, Distinguished Speaker series; Bulls game)
- <u>general interest event</u> (e.g. elections; World Aids Day; Ride for Roswell)
- <u>marketing by campus units</u> (e.g. continuing education opportunities; MiniMedical School; internship opportunity)