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Originating Office: Marketing and University Relations

Responsible Executive: VP for Marketing & Enrollment

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Student Communications

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I. REASON FOR THIS POLICY

Because of the ever-increasing reliance on electronic communications to effectively conduct official business with students at the University of South Dakota, certain electronic communication standards must be set by the university.

As a result, USD email and announcements posted in myUSD Portal are considered official forms of communications at the University of South Dakota.

II. STATEMENT OF POLICY

The electronic communications policy ensures that all students have access to university-related information in a timely manner, utilizing a standardized methodology that serves the needs of both the university and its students.

The following are examples of different types of communication and where students should expect to receive them. In general, campus information will be posted in myUSD Portal, and important, time-critical information which has a major impact to most students will be sent via email.

myU Portal Examples	Email Examples
Campus Entertainment	Emergency or urgent announcements: bomb or terrorist threat, natural disasters, mechanical failures, crime alerts, major computer or network alerts
Campus Logistical Announcements	Cancellation of Classes
Community Alerts	Weather Closures or Delays
Personnel Announcements	Targeted e-mails where information is personalized based on the student's role(s) within the university community: distance; graduate, etc.
Registration Messages	Significant university events which may have an impact on the entire student body
Student Life Announcements	
Student Employee Notifications	
Technology Alerts - General	

Note: Depending on the significance of the communication, it may be necessary to send the same information through email and myUSD Portal.

Note: Emails sent through targeted email groups such as campus listservs or emails sent through Datatec or other university applications will not replace, duplicate or substitute for announcements in the myUSD Portal or emails sent by the university if the subject matter applies to a significant number of students.

Student Account (Email Account). The university provides a student account for all students upon entering the university. The account is free of charge and currently remains active as long as the student remains actively enrolled.

Expectations. It is imperative that students understand that the university assigned email address and myUSD Portal announcements shall be the official means of communication. A student's failure to receive and read university communications in a timely manner does not absolve that student from knowing and complying with the content of such communications. Students attending courses at more than one South Dakota university will only be required to check the email account provided by their home, or degree-granting, institution. The home institution email address will be the primary email address used for communications with the student. All other institutional email addresses will automatically be forwarded to the student's home institution email address.

Redirects. Students may elect to redirect (auto-forward) email sent to their university email address. Students who redirect email from their official university email address to another address do so at their own risk. If email is lost because of forwarding, it does not absolve the student from the

responsibilities associated with communications sent to their official university email address.

III. DEFINITIONS

myUSD Portal (“Portal”): myUSD Portal is the official university site designated for web content specific to business process management, personalized user information requiring password protected access and restricted content exclusive to campus community members.

IV. PROCEDURES

Not Applicable

V. RELATED DOCUMENTS, FORMS AND TOOLS

Board of Regents [Acceptable Use of Information Systems Policy 7:1](#)

[myUSD Portal Policy 2.011](#)