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Student Communications

Policy Contents

I. REASON FOR THIS POLICY.....	1
II. STATEMENT OF POLICY.....	1
III. DEFINITIONS.....	3
IV. PROCEDURES	3
V. RELATED DOCUMENTS, FORMS AND TOOLS	3

I. REASON FOR THIS POLICY

Given the critical role electronic communications play in the University of South Dakota's and the South Dakota Board of Regents' operations, certain electronic communication standards must be set by the university.

USD email and the USD Campus Alert system (Everbridge) are considered official forms of communications at the University of South Dakota. Students must familiarize themselves with and use these means of communication to stay informed and communicate effectively throughout their education and/or employment at the university.

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, important campus information will be sent via email to students' USD email accounts, and emergency or time-critical communications will be distributed via the USD Campus Alert system.

Email Examples

- Significant university events that may have an impact on the entire student body
- Campus logistical announcements
- Targeted emails where information is personalized based on the student's role(s) within the university community
- Student employee notifications
- Personnel announcements
- Cancellation of classes

Campus Alert System Examples

- Timely warnings or other emergency notification announcements, including but not limited to severe weather, unexpected closures, missing persons, security concerns and evacuations of buildings

Note: Depending on the significance of the communication, it may be necessary to send the same information through email and the USD Campus Alert System.

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

Student Email Account(s). 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. Upon graduating, students may opt in to convert their student email account to an alumni email account.

For students who are employed by the university, USD provides a student-employee email account. Student-employee email addresses are automatically created when a jobs record is entered into the university's human resources information management system and continue until the conclusion of the student's employment. The email account and all data will be deleted 30 days after the conclusion of employment. In representing the university in an official capacity as an employee of the university/SDBOR, student employees must comply with SDBOR Policy 1.7.6.

Campus Alert System (Everbridge). The USD Campus Alert system, facilitated through Everbridge, is an emergency notification tool for the public universities governed by the South Dakota Board of Regents. The system helps to notify students, staff and faculty of emergencies that occur on or near campus locations. Students are automatically a part of this system through their campus-assigned email address. Upon logging in, students may set contact preferences to their personal telephone numbers, personal email addresses or other personal electronic devices to receive campus alerts. USD recommends that students assign their mobile phone as a secondary contact. By assigning one's mobile phone to the system, the student will receive a phone call with a recorded message to their phone in addition to an email to their USD email account. Students are also encouraged to install the Everbridge mobile app as

another avenue to receive university emergency alerts and to access additional safety resources.

Expectations. It is imperative that students understand that the university assigned email address and the Campus Alert System 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.

III. DEFINITIONS

Not Applicable

IV. PROCEDURES

Not Applicable

V. RELATED DOCUMENTS, FORMS AND TOOLS

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

Board of Regents [Communications and Branding Policy 1.7.6](#)

Board of Regents [Campus Alert System 7.3](#)

USD [Faculty and Staff User Accounts Policy 5.007](#)

USD [Timely Warnings & Emergency Notifications Policy 7.001](#)