

## ELECTRONIC COMMUNICATION WITH STUDENTS PROCEDURE

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

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| <b>Functional Category:</b>     | Operations                                    |
| <b>Parent Policy:</b>           | Electronic Communication with Students Policy |
| <b>Approval Date:</b>           | June 19, 2017                                 |
| <b>Effective Date:</b>          | July 1, 2017                                  |
| <b>Procedure Owner:</b>         | Chief, Customer Experience Officer            |
| <b>Procedure Administrator:</b> | Senior Manager, Registrar                     |

### Overview:

NorQuest College (college) recognizes that effective communications are integral to the student experience and endeavors to ensure that electronic communications to students are professional, timely, targeted, and informed.

The purpose of this procedure is to identify authorities for sending electronic communications to students and to outline when to use a student's personal email address or the college issued email address.

Authority to establish this procedure is derived from the [NorQuest College Board of Governors Policy No. 5](#) which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.

### Procedures:

- All communications with students must align with the college brand and values.
- Employees and Faculty must use their college issued email account when electronically communicating with students.
- Authority to send emails to students is provided as follows:
  - To a single recipient, the communication may be sent directly from the initiator.
  - To multiple students in the same program or area of studies, the sending office is to be determined by the Faculty, program area, or the Office of the Registrar unit initiating the communication.
  - To multiple students across different areas of study, with information that relates to admissions, enrolment, or Convocation, the sending office is to be the Office of the Registrar.
  - To multiple students across different areas of study, prospects, or alumni, and for any communications not mentioned above, the sending office is to be Storytelling.
- The sending office is responsible to ensure that the email is in compliance with all relevant legislation, including but not limited to the *Freedom of Information and Protection of (FOIP) Privacy Act* and Canada's Anti-Spam Legislation (CASL).
- The college issued email address will be the primary vehicle for all official communications after a student has applied and until the completion of their program/course.
- Personal email addresses may be used for communicating:
  - To prospects who have not yet applied.
  - To applicants to provide login information for the college issued email address.
  - To college alumni.

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| <b>Definitions:</b>                          |
| <b>Related NorQuest College Information:</b> |
| <b>Related External Information:</b>         |
| <b>Next Review Date:</b>                     |
| <b>Revision History:</b>                     |

- General college information not directly related to a specific course or program for which a student has applied or registered (e.g. college events, invitations, promotions, and learning opportunities).
- At the discretion of the authorized sending office and in accordance with FOIP, the personal email address may be used in addition to the college issued address for communicating:
  - Information related to emergency situations.
  - Information related to withdrawal from studies or outstanding fees.
  - Information regarding a formal academic or Office of Student Judicial Affairs hearing or decision.
  - Information related to current registration in a non-credit course or program.
  - To an applicant or student who initiated an email exchange from their personal email address that is on record, and who provided sufficient information to verify their identity.
  - To an applicant or student who replied directly to a college email from their personal email address.

**Applicant:** an individual who has submitted an application for admission to a NorQuest College program.

**Electronic communication:** anything that is created, recorded, transmitted or stored in digital form or in any other intangible form by electronic, magnetic or optical means or by any equivalent means. Currently, this most often consists of information communicated by email and via a website or portal.

**Graduate:** a student who has successfully completed all course requirements in a certificate or diploma credit program and is issued a parchment.

**Student:** any individual admitted to, and enrolled in, any college course(s) or program(s).

- Academic Calendar
- [College Communications Policy](#)
- [Digital Security Policy](#)
- [Electronic Communications with Students Policy](#)
- [External College Communications Procedure](#)
- [Canada's Anti-Spam Legislation](#)
- [Freedom of Information and Protection of Privacy Act](#)

May 2021

May 2017: new  
August 2019: Compliance Office template & reorganization update