

# ADMINISTRATIVE PROCEDURE

## ITP-2

### TECHNOLOGY COMMUNICATIONS MANAGEMENT

Number: ITP-2	Name: TECHNOLOGY COMMUNICATIONS MANAGEMENT
Purpose: This procedure defines the technology communications process.	
Responsible Unit: Information Technology	
Approved by: <i>Jodie Penrod</i>	Approval Date: March 18, 2025

#### 1. General

The IT Communication Procedure presents a framework for managing and coordinating communication for Marshall University Information Technology (MUIT). Successful communication results from a committed effort by each MUIT team and employees in using the channels and guidelines presented in this procedure. Such a commitment ensures that MUIT provides relevant, accurate, and consistent information to its service community.

#### 2. Technology Communications Procedure

##### 2.1 Goals and Objectives

The goal of this procedure is to provide a framework for creating a consistent, customer-centered message in all MUIT communications with the university community. It promotes the dissemination of accurate information to the University in a professional, informative, and user-friendly way.

These goals and objectives are accomplished by:

- Designing, writing, and distributing up-to-date information in support of MUIT
- Maintaining a standard IT identity for all written materials
- Creating announcements of new services
- Collaborating with the University Communication and Marketing group by providing relevant information that impacts the campus-at-large in timely manner.
- Participating in special events to promote MUIT

- Maintaining relevant information in all communication channels
- Maintaining procedures for executing short-term, mid-term, and ad hoc project tactical communication plans
- Providing adequate context and definitions to ensure understanding

## 2.2 Assumptions

The success of this procedure is based on the following assumptions:

- MUIT leadership, distributed IT liaisons, and internal IT teams participate in the communication process using the channels and guidelines presented in this procedure.
- MUIT communication balances the needs of the university community with the goals of the organization.

## 2.3 Audiences

MUIT communicates with audiences including, but not limited to, the following:

- Administrative and academic leadership (faculty and staff)
- University community (faculty, staff, and students)
- External constituents (affiliates, peers in higher education, service organizations, vendors)
- MUIT Staff
- The public

## 2.4 Communications Responsibility and Authority

The Chief Information Officer (CIO) assigns primary responsibility for message management to the Director of IT Administration and Engagement, who may delegate to designated leaders within each MUIT unit. The Director of IT Administration and Engagement ensures that all MUIT campus messages are reviewed and edited for accurate information to the University in a manner that is professional, informative, ensured end user understanding, and that contributes to the mission of the Office of Information Technology.

All IT communications and messages should be reviewed by at least two members of the IT team to ensure the message meets the standards set herein. All messages sent on behalf of MUIT should be approved by at least one of the following:

- Director of IT Administration and Engagement
- Senior Director of Client Services
- Associate CIO, Chief Information Security Officer
- Chief Information Officer (CIO)

Additionally, all MUIT messages should be sent from approved MUIT channels instead of individual accounts.

## 2.5 Distribution of Communications

All MUIT messages should be succinct, clearly written, timely, and presented in a consistent manner regardless of the media used. MUIT maintains communication and editorial standards that exemplify these traits. In addition to specific content, messages

increase awareness of services and support, strengthen MUIT identity within the campus community, and expand information technology efforts.

The following are examples of the types of MUIT communications:

- Urgent service and system outage notices
- Information Security Awareness & Training
- Service announcements, service changes, and updates.
- New technology offerings or discontinuation of offerings
- Organizational changes and/or updates

MUIT messages may be distributed through the following channels:

- Email
- MyMU Notifications and IT Case Management
- MUIT Web site(s) [www.marshall.edu/it](http://www.marshall.edu/it)
- Annual Surveys/Feedback Request Forms
- Social Networking and Mobile Applications
- University Newsletters

University email, the Marshall University website, and MyMU are the primary methods of distributing MUIT communications to the University community. All notices and urgent communications will be sent through these modalities.

MUIT keeps the campus well informed of policies, strategies, services and support, projects, and general news through the Information Technology Web site. This site is updated frequently to reflect current information. All MUIT messages to the campus should end with a reference to the Web site, [www.marshall.edu/it](http://www.marshall.edu/it), as well as include contact information for additional technology assistance.

## 2.6 Content of Communications

All MUIT messages should be succinct, focused communications aimed at clarifying a few points rather than covering an unlimited range of issues. The following five questions help determine what to include in a message and what to forego:

1. What is the purpose?
2. Who is the audience?
3. When does it need to go out?
4. What is the most direct way to say it?
5. Is communication free of technological jargon and acronyms?
6. What action and/or next steps are required on the part of the reader?

Each MUIT communication fits the technical level of the intended audience, avoiding acronyms and definitions that may not be clear. Communication focuses on conveying a positive message and identifying a knowledgeable resource for follow up or questions. General guidelines for communicating with the groups identified in this procedure are as follows:

- Establish a clear, consistent, and easily recognizable message.
- State any necessary action at the beginning of each message.
- Direct message to the audience
- Include contact information including name, impact statement, and provide a link to the MUIT Web site, and contact information for technical issues for the IT Service Desk.
- Educate about MUIT services when appropriate and how to find additional resources.
- Use all appropriate and available communication channels.
- Ensure timely and meaningful communication.
- Listen and act on feedback.

## 2.7 Types & Expectations of Communications

The following types of communication are routine messages from MUIT. Each type will indicate the specific audience and expected timeline of messaging and notification.

### 2.7.1 Scheduled Outages & Maintenance Windows

Maintenance windows will occur every Sunday from 4:00 AM to 8:00 AM Eastern Standard Time. No communications will be sent for any system or network maintenance or outages occurring during this time.

MUIT will attempt to publish all scheduled outages at the beginning of the academic year. For scheduled outages outside of the normal maintenance window, MUIT will send an e-mail reminder the Friday prior to the scheduled outage.

### 2.7.2 Unscheduled Outages

MUIT will provide at least five (5) business days' notice of any unscheduled outages. A reminder will be sent the day prior to the unscheduled outage. The CIO or Associate CIO must approve all unscheduled outages.

In some cases, immediate action is needed that may result in immediate and unscheduled outages. MUIT will make every attempt to communicate to the university community immediately. The CIO or Associate CIO must approve all critical outages that require immediate action.