Guidelines for Email Communications

From time to time, departments and program areas may wish to use email for marketing and/or operational reasons. Follow these guidelines to ensure that your electronic communications comply with Canada's Anti-Spam Legislation (CASL) and BC's Freedom of Information and Protection of Privacy Act (FIPPA).

1. Consult

Before you email students, consider your goals. If you wish to use email for marketing purposes, contact the Communications Advisor responsible for supporting your area. If you're not sure who that is, visit the [Strategic Communications & Marketing Sharepoint site on myLangara](#). The Strategic Communications & Marketing team has a mandate to support the College's overarching strategic priorities. While they may not be available to support the marketing of individual courses, programs or departmental events, they can help you clarify your goals, key messages, and potentially identify other communications and marketing opportunities within the context of larger initiatives. If after consultation with a Communications Advisor you determine that email is the best option, follow these next steps.

2. Identify Recipient Group

When identifying the audience for your message, remember that CASL allows organizations to send electronic communications **only** in the following circumstances:

- Has an existing relationship with the individuals (current students);
- Had a relationship with the individuals within the two-year period immediately prior to the message being sent (former students);
- Has received an application, or inquiry to receive information, from the individuals within the six-month period immediately prior to the message being sent (e.g., prospective students); or
- Has received express consent from individuals to receive information, such as from high school students who attended a College-sponsored information session.*

Provide enough information about the recipient group to allow Registrar and Enrolment Services (RES) to compile a list of names and email addresses that meet the criteria.

Departments can use their own list of recipients who have provided express consent and do not have to obtain a list from RES.

3. Draft Message

When drafting your message, consider the following:

- Ensure that your message relates directly to and supports activities in your department or program area. FIPPA requires that the purpose for using personal information is consistent with the reason it was collected;
- Clearly identify that the message is being sent from Langara College and from your specific department or program area;
- Identify the purpose of the message in the Subject line;

- Include an email address (and telephone number if applicable) for individuals to contact with questions or comments; and
- Provide a method for recipients to Unsubscribe from receiving further messages. Because Outlook currently does not support automatic unsubscribing, provide a link to an email address that will regularly monitor and process unsubscribe requests.

4. Send for Review

Forward your draft message, including recipient group criteria, to Joanne Rajotte, Manager, Records Management and Privacy for review to ensure it complies with CASL and FIPPA requirements. Records Management and Privacy will forward the finalized message and your recipient list request to Registrar and Enrolment Services.

Registrar and Enrolment Services will review the request, compile the names and email addresses that meet the stated criteria into a spreadsheet, and send you a password-protected copy of the spreadsheet. Please submit your request one month before the mailout date to allow time to review it.

5. Prepare Message to Send

Enter the sender's email address (individual or department) in the TO field. Enter the recipients' email addresses in the BCC (blind carbon copy) field. Add a Subject line and the body of the message as reviewed/approved by Privacy and RES. Do not forget to include the Unsubscribe notice.

6. Delete Sent Message

After sending the message, delete the spreadsheet list of names/email addresses and the email saved to the Sent Folder to ensure that you are not sending future communications to an outdated list of recipients. You can keep the copy of the email that you sent to your own individual/department inbox.