

UC Davis Policy and Procedure Manual

Chapter 310, Communications and Technology

Section 30, Announcements and Directives

Date: 4/23/10

Supersedes: 2/3/09

Responsible Department: [Offices of the Chancellor and Provost](#)

Source Document: N/A

I. Purpose

This section outlines policy and procedures for writing, review, approval, and distribution of announcements and directives.

II. Definitions

- A. Announcement—communication distributed to the campus community to announce certain events that are of general interest to the campus but do not affect operations or require action. Examples of announcements include the following:
1. Information regarding campus road closures.
 2. University-sponsored conferences or events that allow for release time or funding.
 3. Campuswide calls for nominations for employee awards.
 4. Recruitment announcements for Senior Management Group positions.
- B. Directive—non-emergency communication distributed to the entire campus community that requires action or affects the conduct of University business. The content of a directive must fall into one of the following categories:
1. Information regarding health, safety, or welfare.
 2. Information regarding regulations, policies, or procedures.
 3. Other information required to maintain compliance with federal or state regulations.

III. Policy

- A. Announcements shall originate from the appropriate department head.
1. All approvals required by the department's dean/vice chancellor/vice provost shall be obtained prior to submission.
 2. Announcements shall be maintained on the issuing department's Web site.
- B. Directives shall originate from the CODVC-level executive responsible for the information.
1. When the directive communicates a long-term change, the appropriate policy section must be updated or developed as soon as possible, but no later than 12 months following issuance of the directive.
 2. The department issuing the directive is the office of record.

The office of record shall maintain the permanent record of the directive issued and provide copies as requested.
 3. Directives shall be reviewed and approved by the Campus Policy Coordinator, Offices of the Chancellor and Provost.

Directives prepared for the Chancellor's or Provost's signature must be reviewed and approved by the Chancellor or Provost prior to approval by the Campus Policy Coordinator.

- C. Directives will be distributed electronically in digest form by University Communications on a weekly basis. Announcements will be distributed on a space available basis.
- D. Department heads must assure that directives are made available to all employees who should be aware of the information, including those without access to email.

IV. Procedures

A. Announcements

1. The department responsible for the information drafts the announcement.
The CODVC-level executive determines the appropriate review process for announcements originating from his/her departments.
2. The department posts the announcement on its Web site.
3. The department forwards a link to the announcement, along with a brief summary of the announcement, to dateline@ucdavis.edu.
4. University Communications distributes announcements based on required timing of the announcement and space available in the Friday Update email newsletter.

B. Directives

1. The department responsible for the information drafts the directive to conform to the standard template.
 - a. The directive should be brief.
 - b. The directive should include specific policy references or links to additional information as necessary.
 - c. The directive must include contact information at the end.
 - d. The sender of the directive must be the CODVC-level executive, who must review and approve the directive prior to submitting for distribution approval.
2. Review and approval
 - a. The department submits the draft directive online at <http://directives.ucdavis.edu> by noon on Tuesday the week publication is desired.
 - b. The Campus Policy Coordinator reviews the directive for content, structure, references; edits as needed; and approves if appropriate.
3. Distribution
 - a. If approved, the directive is posted at <http://directives.ucdavis.edu> and the originating department is notified of the approval.
 - b. University Communications distributes all directives weekly through the Friday Update email newsletter.
 - c. The originating department retains the signed hard copy version of the directives for its records.

V. Further Information

- A. Additional information regarding drafting and submitting directives for approval is available at <http://manuals.ucdavis.edu/Directives/directiveinfo.htm>.
- B. For information regarding announcement and directive distribution schedules, contact University Communications; (530)752-1930.
- C. For information originating from and distributed to UCDHS only, contact the Public Affairs and Marketing Department.

VI. References and Related Policies

UCD Policy and Procedure Manual:

- A. [Section 310-18, Mass Electronic Messaging.](#)
- B. [Section 310-25, Distribution of Information and Literature.](#)
- C. [Section 310-27, Posting of Information.](#)
- D. [Section 310-55, University Stationery and Business Cards.](#)