Attribute Based Messages
Policy #02.A - 02.A.5
Approved: 06/01/03

02.A. Purpose

An Attribute Based Message (ABM) is a computer system process that allows an announcement or email message to be targeted (via “attribute” listing options) to a specific population of the college community. The purpose of this policy is to clarify the proper use of ABMs at Adams State College (ASC), and to define the methods used for sending them. The term ABM is defined such due to the automated means of selecting the group. The intent of this policy is to provide guidelines for issuing ABMs.

Authority

This policy was reviewed and approved by the Cabinet on June 01, 2003.

02.A.1. Campus Interest - ABMs must be limited to items of specific campus interest and therefore is not to be used for items that are of a nature of personal gain.

02.A.2. Contact Info - All ABM's must contain the name of the issuing organization and a "reply to" phone number or an email address for recipient follow-up questions.

02.A.3. E-mail ABMs vs. Portal ABMs - will be limited to messages that convey time sensitive information of a health & safety nature or that relate to on-going campus operations and personnel issues. Examples might include policy changes, campus shutdown for inclement weather, discovery of a gas leak, power or computer outages, etc. The following offices and individuals will have access to the Email ABM system.

- Office of the President
- Vice Presidents/Provosts
- Department Chairs
- Human Resources
- Extended Studies
- Computing Services
- Institutional Advancement
- Faculty Senate President
- Public Safety

02.A.3.a. All other campus interest items, such as scheduled events or programs, computer sales, etc. will only be posted on the "Announcements" page of (Portal.adams.edu). E-mail ABMs will not be sent for these items.

02.A.4. Training/Maintenance - CS will be responsible for the training and maintenance required to successfully implement the administrative email product.
02.A.5. **Exceptions/Changes** – The ASC President or appropriate Vice President/Provost must approve any exception to this policy. Any suggested changes to this policy may be directed to the Information Technology Planning Committee (ITPC) for review and approval.
02.A.6. Digital Millennium Copyright Act
Policy #02.B – 02.B.7
Approved: 03/01/04

02.B. Purpose

This policy is in place to address the college’s requirement by law to follow federal regulations regarding copyright laws. See Appendix H, pg 80 – *Digital Millennium Copyright Act* for a full description.

Authority

This policy was reviewed and approved by the Cabinet on March 01, 2004.
Web Portal  
Policy #02.C – 02.C.7  
Approved: 03/01/04

02.C. Purpose

The portal's role in the college community is to provide centralized access to campus web resources such as announcements, links, class registration, course delivery systems, email, directories, and other web interfaced campus systems. The Portal Systems Administrator (PSA) and Web Manager design and manage the Portal system along with its governing policies and procedures. The Web Committee and online surveys are used to provide campus wide guidance and direction for the functions, scope, and features of the Portal.

Authority

This policy was reviewed and approved by the Cabinet on March 01, 2004.

02.C.1. Portal Relational Database Management - The database houses announcements, user account data (i.e. – for students and faculty their class schedule), course instruction and course enrollment information. The PSA is the administrator of this database system. The individual(s) of the network team designated as backup administrator(s) for the PSA have administrative capabilities for emergency management of this system. The Web Manager also has administrative access to the Portal relational database, but is not expected to handle any data or structure manipulations on a regular basis.

02.C.2. Announcement Classification – classifications refer to the “attribute” (the “A” of ABM) selections that a user has to choose from when posting an ABM. Attribute Based Messages (ABM) refers to a system that provides a user with audience groupings (here referred to as classifications and “attribute”). Upon selecting what classification you want your message to be viewed by the system then gathers the necessary email or viewing rights and permits those persons to view/receive the message. The function of the “attribute” based message system is to remove the need of the individual user to create and maintain a listing for each group.

There are 4 classifications:

- Faculty - can be viewed by faculty only
- Employee – can be viewed by faculty and staff
- Student – can be viewed by students, faculty and staff
- Everybody – can be viewed Internet wide.
02.C.3. **Announcement Management** - Announcements are submitted via a Portal form that is accessed once a user is logged in. Once the request is submitted it is then placed in a holding area. A moderator then reviews, modifies (if needed) and commits announcement postings to the Portal.

02.C.3.a. **Moderator** - An administrative feature for Portal accounts allows announcement moderation. Under an agreement with the Institutional Advancement office, a person within Institutional Advancement is designated as the Portal announcement moderator for the campus. A backup person, also within the Institutional Advancement office, will be designated and have moderator capabilities. The moderator reviews all announcements, verifies that contact information has been included and that the announcements meet the college’s *Attribute-Based Messages Policy* (Policy #02.A; pg. 18). Once these items have been satisfied the moderator will then post the announcement. The Web Manager and PSA also have moderation capability.

02.C.3.b. **Deletion** - Announcements, which are erroneously posted, are modified or removed upon request by the announcement author. Someone with Portal relational database administrative access carries out change or removal requirements. Announcements are automatically removed from view based a system generated timeline.

02.C.4. **User Authentication** – When logging into the Portal, the user’s login information is authenticated using the Email account database. No passwords are stored permanently in the Portal. Passwords entered at the Portal login are stored in encrypted format in a temporary area for use in accessing other campus systems.

02.C.5. **User Information Management**

02.C.5.a. **User Updates** - New Portal information is imported twice every weekday. This includes user data, course data, and enrollment data. Course and enrollment data exists for the current academic term only. The import of current academic term specific data starts no later than 1 week before the beginning of the term. Removal of past academic term data occurs no sooner than the grade submission deadline. There are some term overlaps that cause multiple terms data to appear at the same time.

02.C.5.b. **Access Removal** - upon termination of employment employee account data and access are removed from the Portal.
02.C.5.c. **Admin Access** – Only persons with administrative access to the Portal relational database system can manually manipulate user’s course and enrollment account information.

02.C.6. **Feature Additions** - The PSA and the Web Manager manage Portal features and design. The Web Committee is used for input and direction to provide campus-wide perspectives. Online surveys are also used to help provide guidance.

02.C.7. **Portal Guide, FAQ, and How-to's** - The Portal Guide, FAQ and How-to's serve as documentation for users and CS Helpdesk workstudies. These documentations are maintained by the Web Manager and CS Helpdesk Manager with review by the PSA to ensure technical accuracy. Additions to user documentation are driven by direct input from users communicated to any member of CS. Suggested additions are then forwarded to the attention of the Web Manager or CS Helpdesk.