

## E-mail Policy and Procedure –Podcast

Hello and welcome to Martin’s digital classroom. Today I am going to talk to you about the significance of utilizing the electronic messaging to its **full potential** as a student.

Now there are going to be two aspects to this podcast:

- (1) The first component is the analysis of **WHY** you actually created and send an e-mail.
- (2) The Second component is regarding the maximization of a memo style approach, not so much analyzing the **Why**, but the **how**.

## O.k. – about the **why**?

Especially as you are listening to this message, you are becoming more aware of the power of the spoken word, however if you also downloaded its verbatim pdf version and you are reading along, you noticed the **power of the written word**.

The instant benefit of e-mailing to your instructor is the luxury of accumulating a **paper-trail**. The opportunity for you to cross reference what your instructor lectured on and perhaps what you needed to clarify, readily available for you. Just print it out and you have a copy. The paper-trail permits you to eliminate your perceived versus your instructors intended message and allows you to store this clarification permanently – digitally.

Now- that we have agreed upon the significance of the written word, lets analyze the **how**. Remember, being enrolled in a communications class don’t forget that this somewhat simple statement reflects two very powerful disciplines and their corresponding scholars. The content: that’s Plato, the delivery: that’s Aristotle.

o.k. – Before I become either too philosophical, rhetorical, or you simply bored, let me emphasize the key point: Content is as important as delivery when engaging in e-mail correspondence.

## Lets break down the **how**!

- (1) First impression
- (2) Focus, and
- (3) Goal

The **first impression** is merely the header of your e-mail. Keeping in mind that your instructors have potentially hundreds of students a header that reads: “From your student” may not make anyone life easier. However at least you used a header. Worse would be leaving it blank.

Now the important element is to be both concise and clear (focus) in your message. What do you want, perhaps even why do you need to know!

Now being **pro-active** is always better than re-active. Meaning you are identifying the purpose of your message and proceed to inquire upon the key goal – what are you intending to get out of this message. The bottom line: what is the message supposed to “**unearth.**”

Organization should follow memo style principles: Now keeping in mind that you may very well look at this broadcast the following way.

The header: “E-mail policy and procedure” in “SCOM insert name of course, here.”

Often a student simply replies to an initial message, leaving the header as- RE, which is in principle no crime, however if you are looking at 50 Re,Re,Re headers it is tough to identify where the last, or significant answer may have been. So make a habit after one reply to change the header permitting you to refocus.

Lets recap: Be clear, concise, focused and organized and the professional way of utilizing your e-mail skills will already be worthy of a communication skill that you can place on your résumé the next time you apply for an internship, part-time, or full-time job.

That leaves me with one more crucial reminder for you. How quickly can you expect to hear back from an e-mail. Time and space becomes a new commodity. Treat the general time-frame like a physical paper that you left at a faculty office while they did not have office hours, generally they ought to get back to you during office hours (24 h later) – be pleasantly surprised when it is quicker.

After all would you like someone to leave you a voicemail, a page, a fax and a text message to simply enquire if they got the e-mail message that you “fired off” about 10 minutes ago. Hey if your answer is yes, drop that blackberry, that palm pilot an that cell phone and get some fresh air – if it is no, enjoy the feedback that you are a reasonable student and look forward to some good etiquette e-mailing back and forth.

**-concludes broadcast-**

[Not in the spoken word: Oh, and before I forget. The first impression is as important as the last, be sure to have your name and contact details in the signature.]

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