

Mass Email Procedures and Restrictions

PURPOSE:

To provide guidance on the appropriate use of mass emails to the campus community. For the purposes of this policy, 'mass emails' are considered those sent to the entire campus community or a subset of users larger than a department, program, or academic school.

This policy does not limit the right of individual faculty members, departments, or program directors to send emails to their respective constituencies.

POLICY:

- A. Administrative mass electronic mail
 1. *Administrative offices or officials* of the University may only send electronic mail to all members of a campus or the University community, when an *emergency or urgent need exists*. The *appropriate University officer*, per the procedures below, will be responsible for determining whether or not an emergency or urgent need exists to warrant a requested mass electronic mailing.
 2. *Routine, periodic, targeted electronic mailings* from an administrative office or official to any substantial portion of a campus or the University community, such as all students, all faculty, or all staff, must be approved in the first instance by the *appropriate University officer*. Membership on distribution lists for these mailings can be automatic and mandatory only as long as mailings to the list directly relate to and facilitate the teaching and learning, research, or service missions of the University, and are consistent with the stated purpose of the list (that is, are relevant to the vast majority of the list membership).
 3. *Formal distribution lists* ("listservs") that exist to serve an administrative function must be moderated in order to limit mailings to the list to those appropriate to the academic or administrative function of the list. All such lists must be operated such that replies to messages sent to the listserv are directed only to the sender and not to the entire list membership.
 4. If a mailing is to be sent to a list of specific addresses instead of a *formal distribution list*, those addresses must not be included on visible address lines (To and Cc).
 5. The University President or his/her designee may make exceptions to this policy for requested mailings to the entire University community. Campus Vice Presidents or their designees may make exceptions to this policy for requested mailings to an entire campus community. Such exceptions may only be made if, in the respective officer's judgment, the benefits of an administrative mailing with respect to immediacy of communication, universal distribution, and significance of content for the fulfillment of the University's mission, substantially outweigh the costs and burdens associated with permitting mass electronic mailings. It is anticipated that exceptions will be made only in exceptional circumstances.

B. Prohibition on use of mass email for commercial mailings

In no case shall mass email be approved or used for *commercial mailings*. The University's electronic mailing lists will not be distributed to third parties for commercial purposes.

C. Content of Mass Electronic Mailings

1. All mass electronic mailings will clearly identify the following:

To: Recipient (e.g., "University Family")

From: Sender

Subject: Description

Sender Office

Valid Reply-To Address

Text

Where possible, the Reply-To Address should be an organizational, rather than a personal, address.

2. Mass electronic mailings shall be concise and to the point. Mass emails may include symbols such as "***" to highlight key information, and "hotlinks" to URLs in order to direct recipients to further information. Mass emails may not include file attachments.

3. Violations of this policy will be reported to the administrator to whom the person engaging in the violation reports, for appropriate response.

PROCEDURE REFERENCE:

Requests for approval of administrative mass email should be directed as follows:

- For mailings to the entire University community, to the CIO.
- For mailings to the entire faculty within the University, to the Vice President for Academic Affairs
- For mailings to the entire student body within the University, to the Vice President for Student Affairs
- For mailings to the entire staff of the University, to the Director of Human Resources

In approving a mass email, the appropriate University officers shall consider whether coordination or consultation with University public affairs and communications offices is prudent or desired, to ensure that the mailing is in concert with other communications on the topic that may be planned by those offices or other University entities.

Officers and offices designated by this Policy as having authority to review and approve mass mailings are expected to maintain updated addresses for the recipients of such mailings, and to provide such lists to CIT when seeking their assistance in sending mass mailings.

All recipients of an administrative mass email must have valid University email addresses.

Persons responsible for creating, maintaining and moderating distribution lists should consult the Knowledge Base for information and guidance.

DEFINITIONS:

Administrative offices or officials – Any offices or employees of the University who communicate with faculty, students, or staff in an official capacity representing an administrative or academic unit, such as a department, office, division, school, campus, or program.

Appropriate University officers – the officers listed in the Procedure Reference section who have the authority to review and approve mass electronic mailings for their respective constituencies.

Emergency or urgent need – circumstances under which the appropriate University officer reasonably believes that notification of the campus, the University community, or a substantial subset of either, over the space of several hours, will reduce the risk of personal harm, property damage, or severe negative impact on University operations.

Routine, periodic, targeted electronic mailings – mailings that periodically announce or address for relevant constituents the ongoing academic or administrative activities of a unit, campus, or the University as a whole. Examples of such mailings would be those containing news and announcements collected and sent on a regular basis, in lieu of distinct separate mailings, such as the Monitor; notification from the Registrar of the availability of final grade information sent to all students; information concerning residence halls operations during vacation periods sent by Student Affairs to international students; and reminders concerning financial aid deadlines sent to relevant student populations by the Office of Student Financial Aid.

Formal distribution lists – those defined and maintained in software designed for that purpose, such as Majordomo and Listserv.

Commercial mailings – mailings promoting the products or services of a person or entity other than the University or its approved contractors and affiliates.

Mass electronic mailing or mass email —electronic mail that is, or is requested to be, sent to all members of a campus or the University as a whole.