

Policy Title:	Bulk Email
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Governing Body:	Finance and Administration	Policy Number:	FAD.072
Policy Contact:	Chief Information Officer	Date Revised:	January 2017
Custodial Office:	Information Technology	Date Approved:	February 20, 2017
Approved By:	President	Next Review:	
Related Policy:	FAD.036 Email List and Announcement Communication Guidelines FAD.038 Computing Resources Acceptable Use Policy		

Revision History

Revision Number:	Change:	Date:
	Initial Version	February 2017

A. Purpose

To instruct the campus community on the appropriate use of bulk email and to provide recommendations on how to properly send bulk email messages in order to reduce recipient complaints and confusion, reinforce network security best practice, efficiently utilize campus resources, and comply with applicable state and federal statutes.

This policy does not apply to messages sent to SOU-provided mailing lists.

B. Definitions

1. Accessibility - Ensuring that the design of products, devices, services, or environments provide equal or equivalent use to persons with disabilities.
2. Bulk email - Unsolicited email sent quickly, in large quantities, to a large number of recipients.
3. Internet Service Provider - A company that provides Internet services, including personal and business access to the Internet.
4. SPAM - Email sent in bulk that has not been requested by the recipient.
5. CAN-SPAM Act - *Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003*. Federal legislation that regulates unsolicited commercial email.
6. Simple Mail Transfer Protocol (SMTP) - The protocol and, more generically, the services used to send electronic mail.

C. Policy Statement

Bulk email messages are a useful and convenient way of informing recipients of activities, events, and news from campus divisions, offices, programs, and student organizations. It must be recognized, however, that unsolicited emails, no matter how informative or well-tailored to the target audience, may be considered SPAM by the recipient.

This policy only applies to ad hoc mailing lists. For requirements regarding university-provided mailing lists, see the [FAD.036 Email List and Announcement Communication Guidelines](#) policy.

To ensure compliance with the CAN-SPAM Act and any other applicable state statutes and federal laws, any bulk email originating from Southern Oregon University-affiliated division, program, or student organization must meet the following requirements.

1. Sending Authority

Divisions, student organizations, and programs are authorized to send bulk messages, provided they meet the requirements of this policy.

Any use of bulk email for research purposes, including surveys, requires approval of the university's Institutional Review Board and must meet the requirements of other relevant university policies, state statutes, and federal laws.

The use of bulk emails to circumvent restrictions on official and user-managed email lists is expressly prohibited (see the Email List and Announcement Communication Guidelines policy for more information).

2. Requirements

(a) Unsubscribe Compliance

- Opt-out requests must be honored within 10 business days.
- Opt-out lists are only used for compliance purposes.

(b) Message Compliance

Required Content

- Include a text version if composed in HTML.
- Include a text or HTML version of any content contained in images or attachments. Messages consisting of only an attachment are not acceptable.
- Be in an accessible format or provide a link to an accessible version of the message.
- Must carry a definite and appropriate "from" address as well as an appropriate "reply to" address (if different).
- An unsubscribe option, whether a link or reply address, must be included.
- The physical address of Southern Oregon University must be present in the body of the message.

Inappropriate Content

- Personal attacks or comments.
- Commercial advertising for merchants or service providers external to the university, except for notices of services and discounts arranged for members of the university community by the university.
- Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the university.
- Solicitations for non-university businesses operated by university faculty, staff, or students.
- Offensive material.

Content Suggestions

- A bulk email message should be self-explanatory, clear, and concise, and should be used for messages relevant to all recipients.
- The message should be relevant to the recipient.
- Avoid sending frequent or repeated messages (such as reminders for events).
- Avoid sending the same message to multiple lists if there is overlapping membership.
- Avoid sending attachments. A link to a web site (URL) or a document sharing solution is preferred. If it is necessary to send attachments, the total message size should be under 5 MB.

(c) Sending Compliance

Google Email (Gmail) should not be used for bulk mail purposes. Google imposes significant limits on bulk sending, which could result in temporary and even permanent account bans.

Southern Oregon University's Department of Information Technology provides only limited SMTP services, which should not be used for bulk mail purposes. Misuse of this service for bulk mail could result in the banning of the university's servers, IP addresses, or email addresses by Internet Service Providers and/or email providers (e.g., Gmail, Microsoft Office 365, Yahoo Mail, etc.). The university's SMTP services also do not provide compliance with the requirements of the CAN-SPAM Act.

The Department of Information Technology recommends the use of commercial bulk mail services, including those services provided by third-party systems.

(d) Exclusions

Transaction messages, such as receipts, or messages related to official university business are excluded from these requirements. This exclusion does not include messages with marketing intent.

3. Enforcement

Failure of university faculty, staff, or students to follow this policy and associated procedures may result in interruption of mail messages, loss of mailing privileges, and/or fees assessed for the cost of correcting any problems.

This policy may be revised at any time without notice. All revisions supersede prior policy and are effective immediately upon approval.

D. Policy Consultation

Business Affairs Council, Policy Council, Technology Council, Faculty Senate, ASSOU. This policy was posted for campus comment on January 23, 2017.

E. Other Information

[FTC CAN-SPAM Act: A Compliance Guide for Business](#)

The Policy Contact, defined above, will write and maintain the procedures related to this policy and these procedures will be made available within the Custodial Office.