Governing Body:	Finance and Administration	Policy Number:	FAD.036
Policy Contact:	Chief Information Officer	Date Revised:	3/1/2016
Custodial Office:	Information Technology	Date Approved:	
Approved By:		Next Review:	
Related Policy:	FAD.038 Computing Resources Acceptable Use Policy		

Revision History

Revision Number:	Change:	Date:
1.1	Significant changes to content and use of template.	**3/1/2016**

A. Purpose

To ensure that mass email list communication is relevant and to avoid inundating campus community members with an unmanageable volume of communication.

B. Definitions

Accessibility - Ensuring that the design of products, devices, services, or environments provide equal or equivalent use to persons with disabilities.

Active Students - Students meeting at least one of the following criteria are considered active:
- Registered for current/future term
- Registered for the most recent summer term, if enrolled in a summer term-only program.
- New admits for current/future term if prior to last day to register for that term.
- General student record exists for current/future term if prior to last day to register for that term. Generally, this indicates a new admit who has accepted admission or student returning after an absence.
- Participation in a special academic program that does not require admittance.

Announcement Administrators - Individuals granted authority to send email via the official lists for matters of University business.

Official Lists - The University maintains a number of official campus email lists, managed by the Department of Information Technology. Recipients do not have the ability to opt out of any official list. These lists include:
- All Students - all currently active students

- ○ Freshman - all first year students
- ○ Sophomores - all second year students
- ○ Juniors - all third year students
- ○ Seniors - all fourth year students
- ○ Non-admitted Undergraduate Students
- ○ Post-baccalaureate Non-graduate Students
- ○ Post-baccalaureate Students
- ○ Graduate Students - all graduate students, all programs
- ○ CRNs - all students by enrolled course, maintained for only the current term
- ○ Majors - all students by declared major, named according to Banner code for major

- ● All Employees - all current employees
  - ○ All Faculty - all employees with faculty status
  - ○ All Staff - all non-teaching employees
    - ■ All Classified - all classified employees
    - ■ All Administrators - all administrative employees, including faculty in administrative roles
  - ○ Divisions - all employees by division
  - ○ Departments and Programs - all employees by department or program

User-Managed Lists - These are email lists managed by departments, programs, or individuals that include a subset of the campus community or even external members. They are created by the Department of Information Technology upon request, but it takes no responsibility for updating or moderating these lists. User-managed lists must not replicate official lists. Recipients must have the ability to opt out of these lists. Some examples of these lists include the APSOU and SEIU lists.

C. Policy Statement

Broadcast email messages are a useful and convenient way of informing the campus community. However, their potential for unnecessarily consuming resources and cluttering campus inboxes require that senders of such messages adhere to some guidelines. As such, broadcast emails must be sent by authorized users only.

Creation and Maintenance Authority

All University-hosted official and user-managed email lists are created by the Department of Information Technology (IT). IT is responsible for maintaining all official email lists. All user-managed email lists must have an assigned representative who will respond to inquiries, manage membership, and, if necessary, moderate the list.

Sending Authority

1. Constituent Email Lists
   Divisions, departments, and programs are authorized to send messages to their students, faculty, or staff, without any further approvals. This only applies to the following official email list types: CRNs, Majors, Divisions, and Department/Programs.

2. User-managed Email Lists
   The owner or manager of the list determines approval authority and sending requirements, subject to the requirements and guidelines of this policy.

3. "All" Official Email Lists

Certain administrative departments that need to make periodic announcements to the university community are granted authority to send messages through the official "all" email lists for matters of university business. The following offices have been granted this authority:

Audience	Authorized Offices or Individuals
All Students and sub-groups (except CRN and Major groups)	Office of the President, Office of the Provost, Campus Public Safety, Enrollment Services and Registrar, Facilities Management and Planning, Human Resources, Information Technology, Marketing and Communication, Payroll, Student Support and Intervention, Student Life, University Housing.
All Employees	Office of the President, Office of the Provost, Business Services, Campus Public Safety, Enrollment Services and Registrar, Facilities Management and Planning, Finance and Administration, Human Resources, Information Technology, Marketing and Communication, Payroll.
All Faculty	Office of the President, Office of the Provost, Enrollment Services and Registrar, Human Resources, Payroll, Anyone with faculty status.
All Staff	Office of the President, Office of the Provost, Enrollment Services and Registrar, Human Resources, Information Technology, Payroll.
All Classified	Office of the President, Office of the Provost, Human Resources, Payroll, SEIU local leadership
All Administrators	Office of the President, Office of the Provost, Enrollment Services and Registrar, Human Resources, Information Technology, Payroll.

4. Emergency
   In an SOU community-wide emergency, approval may be bypassed. As is detailed in the university's Emergency Response Plan, emergency communications are coordinated by the Crisis Management Team.

Common Requirements for Email Lists

All messages sent to to official or user-managed email lists, must:
- 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).
- Be timely and of broad interest to the targeted audience.

- Adhere to guidelines provided herein and all other applicable University policies.

Official Email Lists

For official email lists, messages are restricted to those that meet some or all of the following criteria:
- Be sent by an approved Announcement Administrator
- Directly relate to carrying out the mission or business functions of the University.
- Relate to changes in University policy, procedures, organizations, departments.
- Announcement of an event that is inclusive of all members of the selected list.
- Emergency and crisis situations.
- Weather-related closings and delays.
- Health and safety issues.
- Crimes, or a series of crimes, that threaten public safety.
- Related to bookstore or food service operations, but excluding direct marketing of these programs.
- Notifications required by federal or state statute (e.g. Cleary Act reporting).
- Deaths of faculty members, staff and students and memorials/funerals scheduled, as well as deaths of retired faculty and staff when requested by family or members of the campus community.
- Significant changes in traffic, vehicular access and parking.
- Surveys that are include inclusive of all members of the selected list.
- Disruptive situations related to University facilities.
- Other pressing situations deemed necessary to communicate by broadcast email.

Note, the restrictions above do not apply to the official All Faculty mailing list.

Messages explicitly excluded from the official email lists include:
- Advertising or marketing of campus programs, activities, or events. Other mechanisms are available for this purpose.
- Personal content or opinion.
- Political content or commentary.
- 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 or staff.
- Surveys or solicitations to members of the community selected on demographic characteristics, such as to selected groups or individuals identified as candidates for research subjects.
- Targeted audiences that might appear discriminary or may appear to be infringement on privacy.
- Offensive material.

Note, these exclusions do apply to the All Faculty mailing list.

Opt-out

Recipients do not have the ability to opt out of any official list.

User-managed Lists

Due to the nature and many purposes of user-managed lists, such as the APSOU and SEIU lists, there are different

requirements and restrictions. User-managed lists have the following requirements:
- Any faculty or staff member can request a user-managed list.
- Official student organizations may request a list, with approval from their faculty/staff advisor.
- A faculty or staff member must be officially designated as the point-of-contact and manager of the list.
- The list must have an "opt-out" option.
- It must not replicate an existing official email list.

Messages sent to user-managed lists must:
- Meet the standards of the list owner or manager.
- Follow the requirements above common to both official and user-managed lists.

Messages explicitly excluded from the user-managed email lists include:
- 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 or staff.
- Surveys or solicitations to members of the community selected on demographic characteristics, such as to selected groups or individuals identified as candidates for research subjects.
- Targeted audiences that might appear discriminatory or may appear to be infringement on privacy.
- Offensive material.

Opt-out

Recipients must have the ability to opt out of these lists.

Mass Email Guidelines

When sending a message to an official or user-managed email list, here are some guidelines to consider:
- A mass email message should be brief, self-explanatory, clear, and concise, and should only be used for important messages relevant to all recipients.
- Avoid sending frequent or repeated messages (such as reminders for events).
- Avoid sending the same message to multiple groups 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.
- Avoid using mail merge as Google Gmail has explicit limits on the number of messages an account may send on a daily basis. Multiple violations may result in an automatic ban on your account by Google.

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

E. Other Information

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.