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

Revision History

Revision Number:	Change:	Date:
1.0	Initial Version	**5/9/2016**

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 or federal statutes.

B. Definitions

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

Bulk email - Unsolicited Email sent quickly, in large quantities, to a large number of recipients.

Internet Service Provider - A company that provides Internet services, including personal and business access to the Internet.

SPAM - Email sent in bulk that has not been requested by the recipient.

CAN-SPAM - *Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003.* Federal legislation that regulates unsolicited email.

Simple Mail Transfer Protocol (SMTP) - The protocol and, more generically, the services used to send electronic mail.

C. Policy Statement

Bulk e-mail messages are a useful and convenient way of informing recipients of activities, events, and news from campus departments, 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 Communication Guidelines](#) policy.

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

Sending Authority

Divisions, departments, 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, or Federal laws.

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

Requirements

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

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 it is 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 or staff.
- 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 subject line 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.

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.

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

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

Technology Council

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.