

Mass Email Policy (Approved Oct. 15, 2007)

Purpose

Information Technology (IT) staff have developed a web-based mass e-mail system available to the University community that allows for any Kettering faculty, staff or student to request an email be distributed to a targeted audience. The purpose of this policy is to define mass email, to define the types of mass email, to clarify who can send mass email, to provide guidelines for mass email content, and to explain enforcement of the policy.

Mass Email Definition

Mass email, for the purposes of this policy, is any unsolicited email in which messages are sent to the entire university community or large segments of the community. Individual email distribution lists, such as listservs or discussion groups, are excluded from this policy.

Types of Mass Email

Urgent/Alert – This type of mass email contains time-sensitive emergency information that concerns the university community. Examples of this type of mass email are security alerts, network and power outages, and emergency broadcasts.

Formal Notification – This type of email contains non-emergency information that must be reported for accreditation and legal purposes. Examples of this type of email are NCA Self-Study report and Clery Act notification.

Informational – This type of email contains non-emergency, non-event information related to the work of the university and of a high-degree of importance to the target audience. Examples of this type of email are "Focus on Kettering Today" and requests for assistance at major university events.

Responsibility for Mass Email

The responsibility for mass email is shared between the President's Cabinet and the IT Department. Members of the President's Cabinet and two designees of each Cabinet member may send mass email to the university community or a large segment of the community at their discretion. The names of designees for each cabinet member will be provided in writing to the IT Department, who holds the responsibility for maintaining an efficient system that allows mass email to be sent and distributed to the appropriate audiences. In addition, IT is responsible for training each cabinet member and designees on the usage of the system.

Mass Email Content Guidelines

The sender should follow the guidelines below when composing the message:

1. Determine the message is of importance and interest to the majority of the targeted audience (note this is not the same as the sender's desire to want the message to be of importance to the audience – unsolicited email that a recipient does not want may be poorly received and result in a less than positive outcome).
2. Keep the message short. A message of 20 lines or less is most likely to be read in its entirety by recipients.
3. Clearly identify the department sending the message and provide a contact name, email address, and/or number for questions.
4. Attachments will cause the email to bounce – upload attachments to a provided IT resource and send a URL with the message instead.

Enforcement

Each member of the President's Cabinet is responsible for enforcing appropriate net-etiquette and the terms of this policy. IT will take whatever action necessary to support the enforcement of this policy under the guidance of the CIO and IT Managers.

**This policy was drafted, in part, from existing mass email policies at the University of North Dakota and University of Iowa.*