

# Mass Electronic Mail Policy

(March, 2002)

Recognizing the need to disseminate information in a timely and effective manner, the University will maintain procedures that ensure the proper use of the Common University E-Mail System (CUE) mass-mailing capabilities. These procedures support the use of predefined and dynamically generated mailing lists for the communication of official University business.

1. **Official University Lists** - a static collection of public mailing lists targeting a global audience. Lists contained in this category and the targeted recipients currently include the following:

YSU-faculty-list	Faculty
YSU-staff-list	Staff
YSU-executive-list	Executive Directors, Deans, and above

Additional lists will be developed over the next several months including:

YSU-institutional-list	Faculty, Staff, Students
YSU-students-list	Students
YSU-applicants-list	Student Applicants

2. **Protected University Lists** – a dynamic collection of public mailing lists. These lists normally support fifty-or-more recipients who share a common association. Protected University Lists are established on an as-needed basis and must include a detailed justification, targeted recipients, a recommended list owner, and the anticipated frequency of use.

Lists will be assigned an appropriate name and will be cataloged using the following naming convention:

Yiii-desc-list where, *iii* represents a sequential value and *desc* is a brief description of the list (not to exceed ten characters). For example, a list requested by the Dean of A&S with an associated target audience of all faculty, staff within A&S, may be assigned a name of “Y004-arts&sci-list” (assuming this is the fourth list cataloged) with the associated list owner being the A&S Dean.

## CRITERIA FOR MASS MAILINGS TO OFFICIAL AND PROTECTED UNIVERSITY LISTS

- The mass mailing must be in reference to official University business and of a time-sensitive nature. Appropriate information for mass mailing distribution includes:
  - ✓ An emergency or crisis situation (i.e., closings and delays associated with hazardous weather conditions, fires, power outages, etc.);
  - ✓ Occurrences that threaten public health and safety (i.e., bomb threats, dangerous material spills, gas leaks, etc.);
  - ✓ Planned or sudden disruptions of University services;
  - ✓ Other items of an administrative nature that affect the campus community or targeted audience.
- The mailing must comply with the message size restrictions and attachment rules (found on the YSU Help Desk website) and should rely, when appropriate, on the use of imbedded URL addresses directing recipients to a Web-based message area.
- Messages must contain a subject line that accurately describes the message content and must contain a reply-to E-mail address, name and telephone extension of the responsible individual.
- All electronic communications are expected to comply with University policies, procedures, and regulations, and applicable federal and state laws.
- The President (or his/her designee) or designated list owner are the sole authority for approving e-mail for mass distribution.
- Requests to post a message, including a copy of the message text, along with all imbedded URL's and attachments, must be electronically submitted to the Office of the President (or designated list owner) for a review of criteria compliance and distribution.

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3. Ad-Hoc Lists – dynamically generated lists, defined and generated by individual faculty or staff account holders on an as-needed basis. Ad-Hoc Lists are neither centrally catalogued nor formally maintained and remain the responsibility of the individual account holder.

### **CRITERIA FOR MASS MAILINGS TO AD-HOC LISTS**

- The mass mailing must be in reference to official University business (matters in support of the institutional mission).
- The mailing must comply with the message size restrictions and attachment rules (found on the YSU Help Desk website) and should rely, when appropriate, on the use of imbedded URL addresses directing recipients to a Web-based message area.
- Messages must contain a subject line that accurately describes the message content and must contain a reply-to E-mail address, name and telephone extension of the responsible individual.
- Ad-hoc lists and associated mailings are restricted to not more than fifty (50) recipients per directory search, with the exception of mailings used by faculty to communicate with students in support of a given course offering which will not be subjected to the fifty-recipient limit.
- All electronic communications are expected to comply with University policies, procedures, and regulations, and applicable federal and state laws.

In accordance with University general mail policies, procedures, and services, use of campus electronic mail services by outside organizations or individuals is prohibited. Mass mailings may not be used to advertise or solicit commercial, political, or fundraising activities or services, including, but not limited to, promoting campus events, advertising promotional activities, etc.

Announcements that do not meet the above criteria (i.e., campus events, advertising, personal, promotional or professional activities, etc.) should be communicated through alternative methods including the YSU Update, the Jambar, departmental newsletters, appropriate list servs and newsgroups, web site calendars, departmental web sites, etc.

Abuses resulting from the improper use of official and protected university lists are to be reported to the Office of the President. Such abuses could result in loss of list-generation privileges.