

Appropriate Use of Student E-mail Communication

Policy Purpose The purpose of this policy is to provide a clear explanation of the guidelines for appropriate communication to students using the University assigned student email over the University's network. This policy establishes regulations for the use of the University's network to email mass messages to students. This policy applies to all wired, wireless, cellular, and emerging network technologies.

This policy was reviewed by the Chancellor's Cabinet and approved by the Chancellor, and will be reviewed and updated as needed.

Definitions

User: The term "user" refers to any person accessing the University network, including but not limited to, students, faculty, staff, contractors, clients, consultants, invited guests, and others working at the University.

Systems and Equipment: The term "systems and equipment" is defined as workstations, servers, printers, telephones, switches, routers, wiring hubs, wireless and cellular components, personal digital assistants (PDA's), and other devices and software components that access the University network.

User Account: The term "user account" refers to the user identification, logon/login identification, or other system-specific means granted to a user permitting access to the University network.

Mass Message: The term "mass message" (often called SPAM) refers to a message or communication that is sent/directed to a mass audience (i.e. faculty and staff, students).

Policy Statement

Access to the University network is provided in support of University activities. The guidelines for appropriate use of mass messages to all students via the user's account are as follows:

1. Student-wide electronic messages by e-mail should be reserved for rare and/or truly urgent emergency notices, such as safety or security alerts. Authority to use the "all students" distribution lists rests with the Chancellor, Executive Vice Chancellor, Vice Chancellor for Student & Diversity Affairs or their designees. All other official University communication directed towards "all students" should be disseminated using appropriate University student-focused publications and services (i.e. *E-Blast*, the online master event calendar, and the future online bulletin board).
2. Unauthorized network use for mass messages is not permitted. Examples of inappropriate use include but are not limited to:

- Duplicate, follow-up or reminder messaging regarding campus or community events or activities that have already been posted in *E-blast* or any another official publication for this purpose
 - Campus or community event or activity announcements that did not meet the deadline for other official publications
 - Changes or corrections to University publications such as the class schedule
 - General advertisement postings (i.e. sale of personal items)
 - Announcements of a personal nature
 - Personal, political or religious statements or dialogue
 - Chain letters, jokes, thank you messages, trivia contests, etc.
 - Any other message via e-mail to a group of persons **not requesting the message**
3. Other vice chancellors, deans, department and division heads may approve the creation and use of large subsets of the master list within the areas of their administrative responsibility for segmented student e-mail distribution, on either a standing or ad hoc basis, in accord with this policy.

Definitions and examples of segmented student e-mail distributions

Segmented student e-mail distributions, whether to groups extracted from the central student database or assembled manually, can be considered in three broad categories:

- A. Communications to involuntary standing lists that comprise specific, identifiable groups, such as course members, committees, and student organizations. Except in unusual circumstances, recipients may not remove their names from such lists.
- B. Communications to voluntary standing lists to which individuals subscribe and from which they may remove their address at any time. Interest groups, service providers to students, extra-curricular organizations, and other groups that prefer to compile and maintain “client” lists beyond their own membership should do so on a voluntary subscription basis.
- C. Involuntary ad hoc communications of two sorts:
 - 1. Messages with individualized content sent at the same time to a large number of recipients who do not form a continuing group, such as holders of overdue library

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books or parking tickets, or returning students who have not registered, etc.

2. One-time-only unsolicited messages to wide categories of potential list members, such as all graduating seniors, usually to provide information on how to subscribe to future mass messages or mailings.

Who is authorized to send mass messages?

Authority to send mass messages of any kind rests with the Chancellor, the Executive Vice Chancellor for Academic Affairs, Vice Chancellor for Student & Diversity Affairs or their designees. Refer to the table below.

Violation of Policy

Violations of this policy will be handled through the appropriate University disciplinary channels (i.e. faculty or staff through their immediate supervisor).

Approval levels for student e-mail mass messages		
Office	Content/Type	Intended Audience
<ul style="list-style-type: none"> • Chancellor • Executive Vice Chancellor for Academic Affairs • Vice Chancellor for Students & Diversity Affairs • Designees of any of the above (usually Dir. of Univ. Communications, Chief of Police, Dean of Students) 	<ul style="list-style-type: none"> • Emergency alerts • Safety/security threats • Other topics as deemed necessary for this broad audience. 	ALL STUDENTS
<ul style="list-style-type: none"> • Chancellor • Executive Vice Chancellor for Academic Affairs • Vice Chancellor for Student & Diversity Affairs • Director, University Communications • Designees of any of the above 	<ul style="list-style-type: none"> • Other non-emergency alerts that may be necessary due to timing of events or information dissemination. 	ALL STUDENTS
<ul style="list-style-type: none"> • Director, University Communications or designee 	<ul style="list-style-type: none"> • Weather related advisory or information. 	ALL STUDENTS