JACKSONVILLE STATE UNIVERSITY

Manual of Policies and Procedures

POLICY NO.: V:02:05 **DATE: September 19, 2018**

REVIEW/REVISION DATES: Sept 2018, March 2021, July 2026, Oct 2026

SUBJECT: Bulk Email Distribution

APPROVED: Dr. Don C. Killingsworth, Jr., President

PURPOSE

The purpose of the bulk email policy is to identify who at the University is authorized to send bulk emails to all students, faculty and/or staff at the University; to identify what information is appropriate for bulk email distribution to all students, faculty and/or staff; and to establish a bulk email message format.

POLICY

"Bulk email" is defined as unsolicited emails sent in large quantities to the official university e-mail accounts of JSU faculty, staff, and students (to *all* students, *all* faculty, and/or *all* staff). "Targeted email" is defined as unsolicited email sent to subgroups of faculty, staff, and students (all department chairs, all freshman, and all education majors).

This policy is not meant to prevent colleges, departments, and other units from normal, day-to-day communications with their faculty, staff, and students. For example, an academic department is permitted to communicate via e-mail with its own students and employees, using its own contact lists. Student support offices may send reminders and updates to all relevant students, just as the Faculty Commons may send information to all relevant faculty. These are considered "targeted email" messages. This policy applies to bulk emails sent on behalf of the university administration using the bulk email distribution system (currently Tailored Mail).

While email is an efficient, cost-effective, and environmentally friendly mode of communication on campus, the medium will only be effective if reserved for high-level, time-sensitive communications. For brand consistency, cyber security and network integrity, bulk messages must conform to the following standards of appropriate use.

I. Appropriate Use

The following communications have been identified as appropriate for bulk email distribution:

- Presidential announcements
- Emergency notices
- Health and safety information
- Closings, delayed openings, and early dismissals
- Street, traffic, and parking interruptions
- Wide-spread utilities interruptions (electricity, water, internet)
- Information Technology related communication (upgrades, outages, security warnings, etc.)
- Human Resources information and announcements
- Major policy and procedure changes
- Time-sensitive or important announcements (must be approved by the Director of Public Relations)

Rather than distributing via bulk email, the following communications should be posted to departmental webpages and MyJSU, as well as forwarded to Public Relations for inclusion in the weekly digest, “Red & White,” and other venues as appropriate:

- News and Announcements
- Event/activity publicity
- Awards
- Newsletters
- Minor policy and procedure changes
- Reminders

II. Authorization and Approvals

The Director of Public Relations and University Webmaster will provide each Vice President’s administrative assistant, and any others authorized, access to and training in the email distribution system (currently Tailored Mail). They will have the ability to send bulk emails to all faculty, staff, and students. All deans, department heads, and directors of other units must work with their Vice President’s office to distribute bulk messages.

III. Distribution

The Vice President’s administrative assistant will distribute bulk emails for his/her division that adhere to the “Appropriate Use” guidelines outlined in Section I.

IV. Message Format

For brand consistency, cyber security and network integrity, bulk messages must conform to the following standards:

- Uses a valid “From” address (not no-reply@jsu.edu) unless justification is provided. Permission to use no-reply@jsu.edu will only be granted if customer service is not impacted.
- Must blind copy (BCC) recipients.
- Must adhere to the Bulk E-mail Design Templates (created by Marketing Services).
- Cannot contain attachments.
- Must include a signature with sender’s contact information.

RESPONSIBILITY

The Director of Public Relations is responsible for this policy.

EVALUATION

This policy will be reviewed at least every five (5) years.