

# THE UNIVERSITY OF SCRANTON

Approved  
11/3/09

## POLICY FOR DISTRIBUTING BROADCAST EMAIL

Executive Sponsor:  
Gerald C. Zaboski

Responsible Office:  
Alumni & Public Relations

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### I. Policy Statement

1. Only **recognized University departments or governance bodies** can request mass e-mail services. Clubs, organizations and individuals are not eligible to send mass e-mail and should instead direct electronic information requests to Royal News.
2. Authorized departments should request mass e-mail only to distribute **critical University information** or **emergency notifications** that cannot be shared through other recognized channels (e.g. Royal News, My.Scranton, BBoard, etc.).
  - a. **Critical University information** should be of relevance to a large number of people and/or have significant impact on the University community.
    - The message should be concise (a few paragraphs at most) and accurate.
    - Only one message per topic will be sent.
    - Requestors should allow a minimum of one full business day for mass e-mail mailings to be approved and processed.
  - b. **Emergency notifications** (same day requests) include but are not limited to:
    - University-wide cancellations or office closures due to inclement weather
    - Critical incident on campus (e.g. fire or other emergency)
    - Significant University news or announcement

### II. Reason for Policy

Non-essential use of broadcast e-mail invokes a number of important concerns and challenges. These include:

- consistent complaints from faculty, staff and students;
- diluting the effectiveness of e-mail as a communication tool for essential information, which might then be viewed as spam;
- degrading system performance;
- occupying valuable staff time to respond to last-minute requests; and
- compromising efforts and resources that are currently invested in promoting Royal News and My.Scranton as the campus' primary electronic communication vehicles.

The University, therefore, limits the extent to which messages are sent to the entire University community or to significant subsets of it in order to maintain the performance and integrity of campus e-mail.

### III. Entities Affected By This Policy

The Policy for Distributing Broadcast Email guides the use of mass e-mail to students, faculty or staff from @scranton.edu.

### IV. Website Address for this Policy

This policy is posted to the Alumni & Public Relations Web site, the Planning & Information Resources technology policies Web site (<http://matrix.scranton.edu/pir/policies.shtml>), and the University's governance Web site ([www.scranton.edu/governance](http://www.scranton.edu/governance)) .

### V. Related Documents, Forms, and Tools

None.

### VI. Contacts

The policy was reviewed and approved by the Administrators' Conference on November 3, 2009. Please direct any questions regarding the policy to Gerry Zaboski, Vice President for Alumni and Public Relations

### VII. Definitions

- **Broadcast Email:** also referred to as “bulk email,” broadcast email refers to messages that originate from one address that are sent to a large list of recipients.
- **Royal Lists:** specialized, web-based software that manages various email lists for use in the distribution of broadcast email.
- **Spam:** the use of email to send unsolicited messages to individuals as a broadcast or bulk email. A message is spam only if it is both unsolicited and bulk.

### VIII. Responsibilities (required)

The University employs specialized software to distribute messages to a number of mass email lists. The primary email lists for key campus constituencies are managed as follows:

Mass Email List	Constituency	Moderator/Approver
<a href="mailto:UniversityCommunity@Scranton.edu">UniversityCommunity@Scranton.edu</a>	All faculty, staff & students	VP for Alumni & Public Relations or designee
<a href="mailto:Faculty-all@scranton.edu">Faculty-all@scranton.edu</a>	All faculty	VP for Academic Affairs/Provost or designee
<a href="mailto:Staff-all@scranton.edu">Staff-all@scranton.edu</a>	All staff	VP for Alumni & Public Relations or designee
<a href="mailto:Ugrad-maincampus@scranton.edu">Ugrad-maincampus@scranton.edu</a>	All undergraduate students	VP for Student Affairs or designee
<a href="mailto:Grad-maincampus@scranton.edu">Grad-maincampus@scranton.edu</a>	All graduate students on campus and online	Dean of the College of Graduate and Continuing Education or designee

## **IX. Procedures for Request of Mass Email Distribution**

1. Authorized departments requesting mass email of critical University information should send messages to the appropriate Mass Email list as outlined in Section VIII. Responsibilities.
2. The originator is responsible for the content (grammar, correct dates, locations, times, links, etc.) of the message. In order to preserve original formatting, we recommend originators type the content of the mass e-mail message in the compose screen of RoyalMail. Text that is copied and pasted, or created with tabs and hard returns, may not format properly in the final e-mail message. We do not recommend that pictures, graphics or file attachments be included within the message. The Royal List moderators/approvers will not edit the content of any messages.
3. If the message is deemed to comply with the provisions of the policy, the message is sent out to specified groups under the originator's name.
4. If the message does not comply with the provisions of the policy, then it is rejected by the moderator and the originator will receive an automated email notification.
5. Appeals for rejected messages may be made to the originator's vice president, who will confer with the list moderator/approver.