THE UNIVERSITY OF SCRANTON

Approved

POLICY FOR DISTRIBUTING BROADCAST EMAIL

Executive Sponsor:
Gerald C. Zaboski

Responsible Office:
External Affairs

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REVISIONS 2023

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, My.Scranton, RoyalSync, Facebook and other social media.
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, RoyalSync, My.Scranton Announcements, Yammer, Facebook, social media, etc.).

    a. **Critical University information** should be of relevance to many 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.
    - Requests should <u>not</u> have attachments nor should a message be ONLY an attachment.
    - If requests include a link, it is strongly recommended that links be limited to internal University webpages with outside links provided as text only.

    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 important concerns and challenges. These include:

- 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;
- compromising efforts and resources that are currently invested in promoting Royal News and My.Scranton as the campus' primary electronic communication vehicles; and
- underutilizing other more appropriate targeted communication means such as Facebook, RoyalSync and other social media.

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 External Affairs website https://www.scranton.edu/external-affairs/index.shtml, the Planning & Information Resources technology policies Web site http://www.scranton.edu/pir/policies.shtml, and the University's governance Web site http://www.scranton.edu/Governance.

V. Related Documents, Forms, and Tools

None.

VI. Contacts

The policy was reviewed and approved by the President's Cabinet effective February 24, 2023, following endorsement from the University Governance Council. Please direct any questions regarding the policy to Gerry Zaboski, Senior Vice President for the Office of the President.

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.
- **Social Media** includes, for example – Facebook, Twitter, Instagram and YouTube.

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
UniversityCommunity@Scranton.edu	All faculty, staff & on-campus students	Senior Vice President for the Office of the President or designee
University-all@Scranton.edu	All faculty, staff & on-campus and online students	Senior Vice President for the Office of the President or designee
Faculty-all@scranton.edu	All faculty	Provost/Senior Vice President of Academic Affairs or designee
Staff-all@scranton.edu	All staff	Vice President for Human Resources or designee
Ugrad-maincampus@scranton.edu	All undergraduate students	Vice President for Student Life or designee
Grad-maincampus@scranton.edu	All graduate students on campus	Associate Provost for Academic Affairs
Student lists by class year and lists for parents.	Undergraduate students and their parents	Vice President for Student Life or designee

IX. Procedures

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 their email software. Text that is copied and pasted, or created with tabs and hard returns, may not format properly in the final e-mail 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. **NOTE:** The subject of the message sent to Royal Lists will be the same subject that appears in the message for all recipients.

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 divisional leadership (e.g. senior vice president or vice president), who will confer with the list moderator/approver.