

## **Global Broadcast Email Policy**

It is the policy of the university that email messages may not be sent to all, or a large subset of, email account holders simultaneously unless authorized by the appropriate divisional vice president.

### **Purpose**

The purpose of this policy is to ensure that campus email services are utilized and managed in a manner consistent with the academic mission of the university. To ensure consistent utilization, the email system should not be subjected to blanket email broadcasts or "spamming." Such unwarranted email broadcasts impair the operational integrity of the computer and network infrastructure, as well as harass, inconvenience or misinform those who receive such email messages. All global email broadcasts should be limited to messages for emergency purposes or informational purposes related to business issues as deemed appropriate by the appropriate divisional vice president.

### **Procedures**

To send a simultaneous email (broadcast), the following procedures must be followed:

- The message to be sent must refer to an emergency situation or contain informational material deemed appropriate for the entire campus community to receive. The message body must include the contact information for the individual originating the email.
- The message must be created in a format universally supported by email clients to ensure that it can be easily printed and transmitted.
- The message must be sent to the appropriate divisional vice president describing why the broadcast message must be transmitted.
- If approved, the message may then be broadcast.

### **Responsibilities**

- The appropriate divisional vice president is responsible for authorizing the broadcast of the email message.
- The person requesting the email broadcast is responsible for the content of the message, the justification for why it must be sent, seeking authorization, and for broadcasting the actual email message.