

Protocols for “Mass” Emails Internal to University

1. “Mass” email definition and guidelines

- a. To all enrolled students
- b. To all currently employed *faculty and/or staff*
- c. To all students and faculty/staff
- d. Emails to all within one’s Division/College/Department not considered “Mass”
- e. Emails to subsets of student and/or faculty/staff are not considered “Mass”
- f. Records has authority to provide subset email lists of students
- g. Email to constituents outside the University not considered “Mass” unless combined with a, b, or c above

2. Mailing List

- a. IT maintains the “Mass” email lists
- b. If IT provides email list to a Division/College/Department, it is for one-time use only and new list must be requested from IT for each use
- c. If IT provides an email list, a Division/College/Department shall not incorporate it into their own data base
- d. Exceptions to this are if mailings are subsequently managed with an Opt-Out

3. Content

- a. Mass emails, as well as subsets that come to Records or IT, must be ADA compliant
 - a. See <https://www.qvsu.edu/it/communication-accessibility-compliance-114.htm> for accessibility compliance guidelines
- b. Content is the responsibility of the requestor
- c. Mass email content for all students needs approval of VP for University Relations
- d. Mass email content originating from the Academic and Student Affairs Division for all faculty needs approval from Office of the Provost
- e. Mass email content for all staff (non-faculty) needs approval from VP Human Resources
- f. All other mass email content must be approved by the VP of the originating division

4. Volume of emails

- a. Controlled respectively by VP of University Relations and Office of the Provost

5. Operational

- a. IT sends Mass emails
- b. Use of Division/College/Department licensed software to send large volume emails is allowed through the following systems
 - i. RAVE system – alert notifications
 - ii. Axes and Sidewarm - Athletics
 - iii. Emma
 - iv. MailChimp
 - v. Blackboard
 - vi. Get Inclusive - Title IX training – I&E
- c. Departments/Colleges/Divisions with own data bases or lists
 - i. Should request new data prior to emails to ensure up to date information along with myName changes. Exception to this is if opt-out is being used in which case the a new mailing list cannot be uploaded each time.
 - ii. Should send ADA compliant emails