

3344-7-07 Mass e-mail messages.

- (A) A “mass e-mail” is defined as an e-mail addressed to all CSU e-mail accounts, or to one or more of the following groups: all faculty, all staff, and/or all students. It is important to note that sending a message to members of a club, organization, a group of students or a department or college’s staff does not constitute a mass e-mailing.
- (B) The CSU e-mail system provides the capability to communicate rapidly and widely to internal audiences through mass or broadcast e-mail. Many consider the use of mass e-mails as spam, so this method of communication shall be used carefully and conservatively to maximize the impact of important messages.
- (C) It is strongly recommended that before choosing a mass e-mail transmission, an employee, a department or campus organization shall first consider using the university’s weekly electronic bulletin to distribute electronic messages widely. Once a week, the university posts a message to a web-accessible bulletin board and distributes it at least once in a mass mail digest to students, faculty or staff, or to all three groups.
- (D) Mass e-mails shall only be used to communicate information that affects a large number of faculty, staff, and/or students.
- (E) All mass e-mails shall first be approved at the university vice-presidential level. Thereafter, approved mass e-mails shall be forwarded to the IS&T help desk at help.desk@csuohio.edu.
- (F) Mass e-mail content guidelines:
 - (1) Crisis/urgent/emergency announcements such as threats to safety, natural disaster alert, mechanical failures, weather closures or delays, crime alerts, and computer virus alerts.
 - (2) Strategic messages from the president, provost or vice president.

- (3) Administrative announcements of campus-wide importance that are time critical.
- (4) Major announcements: major events such as the naming of a new president, vice-president, provost or dean; and major sports announcements such as NCAA tournament appearances.
- (G) All mass e-mail messages shall be signed with the name of the department sending the e-mail, and preferably the name of the author. Contact information shall be included in the e-mail for responding to questions.

Policy Name: Mass e-mail messages.

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