

University Policy for Mass E-mail

BACKGROUND

Electronic mail has become the preferred method of communication in recent years. For individual and departmental users, e-mail is clean, efficient, and inexpensive. E-mail may be scheduled for sending and is received at the convenience of the receiver. Messages can be set to identify when the receiver opens the mail and when the mail is undeliverable, the sender knows virtually immediately.

The university, reflecting society as a whole, has become enamored with the possibilities afforded by e-mail as the number one production system in large and small organizations alike. The newest use from UCO has been the desire to send a colorful, engaging e-mail to large lists of stakeholders.

The University of Central Oklahoma now has the capability to select various stakeholders based on their roles as related to UCO and stored in the integrated information system. Along with this capability comes accountability. The UCO Office of Information Technology will make every attempt to remain abreast of Internet practices, in addition to legislation, regulations, and policies, which affect the university's ability to transfer data and to communicate via the Internet.

PURPOSE

The purpose of a Mass e-Mail policy is to ensure successful distribution of the intended message and to protect the university's ability to continue to use electronic resources as a means of communication.

REQUIREMENTS

1. The content must be related to the university's mission. Mass e-mails are used for information purposes and not for marketing and sales of individual items.
2. The requesting party must obtain approval of the appropriate vice president or his/her designee.
3. The requesting party must have approval of Information Technology for a specific time span for dissemination. The Office of Information Technology will consult with the Office of University Relations for mass e-mail which may be targeted to external stakeholders. Sender will include on the mailing list at least one person from Computing Services or University Relations.
4. Mass e-mails originating at UCO may not be for commercial purposes, including the sale of individual items by university organizations.
5. Mass e-mail must be of credible interest to at least 1/3 of the recipients
6. An *unsubscribe* mechanism must be easily visible and efficiently working to delete a recipient's address at his/her request.

This policy does not pertain to targeted e-mails for a specific instructional or administrative purpose unless it is being sent to over 1,000 people.

IT Enterprise Services should be notified of the intended time for dissemination of the mass e-mail. Do so by sending an e-mail to belliott@ucok.edu with information about the planned time and the approximate number in the target population.

The preferred times to send mass emails are:

- (1) Weekends -- best
- (2) Evenings (Monday thru Friday after 5:00) -- good
- (3) Weekday afternoons after 3:00 (with Tuesday thru Friday better than Monday) -- usually okay.