ALMA COLLEGE

MASS EMAIL POLICY

PURPOSE AND SCOPE

To provide rules and guidance for the use of mass email to disseminate information within the Alma College campus and community.

The policy applies to all mass (i.e., recipients greater than 100) emails from an Alma College owned domain (@alma.edu) or through third party services (e.g., external surveys companies) on behalf of any student, faculty, or staff member.

GUIDING PRINCIPLES

1) Reduce the distraction of excessive mass emails
   - Too many mass emails reduce the likelihood that **any** mass email will get the attention it deserves.
2) Preserve email as a viable channel for critical communication
   - Reduce the difficulty to communicate critical information effectively so that items of critical importance, time sensitive, and emergency nature can be distributed.
3) Promote best practices in campus communication

DEFINITIONS

1) Essential Communication:

Essential communication suitable for mass email include messages that are:

   a. Essential to the mission or operations of Alma College
   b. Essential to student academic performance
   c. Required by law
   d. From President's Cabinet members

Examples include deadline information for college processes/events (e.g., grades, course registration), communication from the Human Resources Department, mandatory federal reporting (e.g., annual crime statistics), information pertaining to changes in campus facilities or grounds. To submit an essential message via mass email, please follow the guidelines and submit your request to your sector's authorized contact.

2) *Emergency Communication*

Only trained members of the campus emergency team are authorized to use the Campus Alert System to send emergency communication to the campus. Examples include weather-related emergencies, active shooter, evacuations. To report an emergency, follow the guidelines listed on the college website:

https://www.alma.edu/offices/communication-and-marketing/emergency-information

3) *Informational Communication*

Informational communications are generally not suitable for mass email. They include:

    a. Campus events
    b. Announcements
    c. Workshops
    d. Job candidates' presentations

These types of messages are best communicated through the campus calendar system or other methods described in *Alternatives to Mass Email Announcements* below.

ALTERNATIVES TO MASS EMAIL ANNOUNCEMENTS:

1) Campus Calendar
   - To submit a campus event or announcement to the calendar, please visit https://www.alma.edu/ac_libs/events/?add
2) Bi-weekly email to all employees and students
   - Every Monday/Thursday a summary of campus events and announcements will be sent to campus through email. This information is drawn directly from the campus calendar. To be included in the twice-weekly email, submit your event or announcement to the campus calendar by **Friday at 3pm** for approval by the Campus Calendar Coordinator (contact: plaid@alma.edu). *Emails for individual events, other than those referenced in the Essential Communication section above, will not be permitted.*
3) Digital Screens
   - The Communication and Marketing Office manages a network of digital screens in buildings across campus. To submit an event to put on the digital screens, click "Promote this event on the campus digital signs" when submitting an event to the campus calendar.
4) Social Media
   - Facebook, Twitter, Instagram, etc.
5) Alma College Website
   - Consider create a webpage on the Alma College website to direct people to current events and critical information.
6) Announcements at established groups and councils
   - Faculty meetings, Administrative Council, Student Congress, etc.
7) Posters/Signs around campus
   - Must follow policy on use of public and outdoor spaces (https://www.alma.edu/about/alma-at-a-glance/college-policies-disclosures/use-of-public-and-outdoor-spaces/)
8) Sharepoint Folders
   - Instead of sending regular emails for committee minutes, agenda items, etc., consider creating a Sharepoint folder to create a repository for information people can access.

Available Listservs for Mass Email:

Listserv Name	Description
AC-Campus	All students, faculty, and staff
AC-Student	All (currently active) students
AC-ActiveFaculty	Active full-time (FT) and recurring adjunct faculty
AC-Faculty	Emeritus, current FT and part-time faculty
AC-Staff	All staff, as defined in the MOE
AC-First-Year, AC-Sophomore, AC-Juniors, AC-Seniors	Students by class year

Authorized Contacts for Mass Emails:

Sector	Authorized Contacts	Authorized Listserv
Admissions	Executive Assistant to COO; Adm. Event & Camp Coordinator	Campus, Student, Active Faculty, Faculty, Staff
Advancement	Executive Assistant/ Advancement	Campus, Student, Active Faculty, Faculty, Staff
Athletics	Associate Athletic Director; Administrative Assistant	Campus, Student, Active Faculty, Faculty, Staff
Communication & Marketing	Office Associate; Associate Vice President for Communication	Campus, Student, Active Faculty, Faculty, Staff
Facilities & Service Management	Facilities Service Coordinator; Administrative Assistant	Campus, Student, Active Faculty, Staff
Academic Affairs	Executive Assistant to Provost; Registrar	All
Human Resources	Director of Human Resources; Employment Specialist	Campus, Student, Active Faculty, Faculty, Staff
Information Technology (IT)	Director of Systems and Networking	All
President, VP for Planning, Institutional Research	Executive Assistant to President; Administrative Assistant to V.P for Planning & Chief of Staff; Director of Institutional Research	All
Student Affairs (i.e., CSO, Counseling/Wellness, Student Life, Student Congress, Rec Center, Chapel)	Executive Assistant to Provost; Administrative Assistant to V.P for Planning & Chief of Staff	Campus, Student, Active Faculty, Staff, First Year, Sophomore, Junior, Senior
Finance and Administration (COO, Financial Services, Financial Aid)	Executive Assistant to COO	All
Sodexo	Office Manager of Sodexo	Campus, Student, Active Faculty, Staff

GUIDELINES FOR MASS EMAIL

1) Students, faculty, and staff may not send mass emails directly. Emails must be submitted to an authorized contact for mass email.
2) Messages must not violate campus policies and regulations. Inappropriate topics include, but are not limited to:
   a. Messages not specific to Alma College's mission or operations
   b. Club or group information
   c. Any commercial mailing
   d. Any solicitation/spam email
   e. Personal messages
   f. Notices of campus events (submit to campus calendar)
   g. Any offensive messages
3) Students should receive faculty or advisor approval before requesting mass dissemination.
4) Messages are reviewed by authorized contacts for spelling, grammar, and content. Any edits will be sent back to the requester until all errors are fixed.
5) The email message must be relevant to the recipients on the requested listserv(s).
6) Emails to listserv(s) are not to be sent in the 'To' or 'CC' fields. Instead, include them in the 'BCC' field to prevent recipients accidentally replying to the entire listserv.
7) Avoid when possible sending attachments (e.g., PDFs, Word documents) as they take up more space. Alternatively, send a web link to an Alma College website that includes additional information. Research shows that readers are more likely to click a link than open a PDF.
8) All emails must include a subject line and contact details (e.g., contact name, department, or organization with a valid email address or phone number)
9) Each mass email should be sent only one time. Please review your messages very carefully before sending them to avoid sending multiple versions of the same message, either as a reminder, follow-up, or as a correction for inaccurate information.

<u>Mass Email Checklist:</u>

□ Is mass email the best or appropriate method to get this information to the intended audience?
□ Is the email relevant to intended listserv group(s)?
□ Does the email follow Alma College policies?
□ Does it have a subject line that clearly defines the purpose of the email?
□ Does the message body
    □ Contain offensive material? If so, do not send.
    □ Indicate why the message is being sent?
    □ Provide clear and concise information?
□ Has the message been proofread for spelling, grammatical and content errors?
□ Does the message include:
    □ Event Information (if applicable)
        □ Date (Is date set in the future? A common error is to duplicate info from a prior email but forget to change the date)
        □ Time
        □ Location (Has the location been reserved by the requester?)
    □ Contact information
        □ Name

□ Department/Organization
□ E-mail
□ Phone
□ Web address (if applicable)

REVIEW OF POLICY

Every three years or as needed by Communication Policy Subcommittee of the Policy and Planning Committee.

IMPLEMENTATION AND ENFORCEMENT

While all members of the campus community share the responsibility for using email according to this policy, senior leadership of each sector will be responsible for assuring compliance with the guidelines.

Approved by Policy and Planning Council on February 20, 2019
Approved by President's Council on May 19, 2019
Effective date: June 1, 2019