



Policy Name:	Mass Email
Effective Date:	April 13, 2016
Last Revision Date:	December 3 rd , 2021
Last Review Date:	December 14 th , 2021
Approving Authority:	Northwest Leadership Team
Responsible Office:	Information Technology
Category:	Information Technology

Purpose

The University appreciates that an increasing amount of communications are taking place via email. The University has implemented this Policy to help ensure that only the most pertinent information is being distributed via the University’s email system and to assist with limiting the amount of non-pertinent information that is sent via University’s email system.

Policy

When information needs to reach a large number of individuals at the University, employees should consider using a mailing list, Facebook, Twitter, Northwest News, the University Calendar or an announcement in the Northwest Missourian or similar publication.

Any University employee who sends an email message to more than 100 recipients via their Northwest email account (unless using a listserv) must obtain prior approval from University Marketing and Communication and must meet certain guidelines to obtain that approval.

Mass emails will only be approved by University Marketing and Communication if they meet mass email guidelines and the mass email request originates from a department, division, school administrator, or organizational sponsor. Mass email requests from lower-level university units will typically be denied.

See the section on “Obtaining Mass Mail Approval” in the Computer User’s Guide:

<https://www.nwmissouri.edu/compserv/mail-harassment-policies.htm>

Failure to follow the approved mass email procedures may result in disciplinary action. Exceptions to this Policy include faculty sending messages to students enrolled in their class, supervisors sending messages to their department, or an organization sending messages to its membership. All other University personnel should submit an email message request (a copy of the intended message must also be presented at the time of the request) to University Marketing and Communication. A list of those individuals who have been approved along with a copy of the email message will be kept on file.

Content of mass mail messages

Use of mass email is severely restricted to email from the University that is relevant to official University business, the University’s mission, and a significant segment of the campus community. Moreover, any form of solicitation is strictly prohibited. In short, mass email publicizing events such as bake sales, dances and dinners where commercial activities may occur, or tickets must be purchased are not appropriate content for a mass email and should rather be submitted to the Northwest Missourian, Northwest News, University Calendar, Facebook, Twitter or some such similar electronic or printed publication method.

Mass email is considered an appropriate form of communication for an informational item under the following circumstances:

1) Emergency or crisis situation (affecting or having the potential of affecting the entire campus community) such as:

- Closing and delays due to hazardous weather conditions or power outages
- The need to provide special assistance to students, faculty, and/or staff
- Occurrence of crimes that threaten public safety
- Possibility or potential possibility of terrorist activity
- Sudden changes in traffic, campus vehicular access, and/or parking
- Planned or sudden disruption of significant computer network features
- Planned or sudden disruption of electricity or water services
- Planned or sudden disruption of telephone services
- Emergency and time-sensitive situations such as the outbreak of an illness
- The death of a Northwest family member such as a faculty or staff member whose absence affects a significant portion of the campus community
- Special services or events in connection with the death of a Northwest family member that are not fundraisers.

2) Any message generated from the Office of University Marketing and Communication, the President's Office or University Police.

Note: This Policy does not pertain to Internet mailing list membership.

University-sponsored organizations, academic and administrative departments, faculty and staff can have an Internet mailing list (listserv) created for their usage. Once a "listserv" has been created, the owner of the account may grant membership to desired users by having them subscribe to their list. To request a "listserv" see: <https://www.nwmissouri.edu/compserv/mail-harassment-policies.htm>

Disciplinary Action

Reports of violations of the University's computing policies, including this Policy, will be referred to the appropriate University department for investigation. Violations which are thought to be criminal in nature will be reported directly to University Police.

However, it is recognized that when a policy violation occurs, it may be necessary to temporarily deactivate the student's access to his/her computer and/or the network in order to protect the network. However, it is recommended that the student's access be restored within 24 hours if at all possible to minimize impact on his/her academic work. If there is a situation that requires more than 24-hour deactivation, the Director of Student Conduct and Development will be consulted.