

GA 3023: MASS ELECTRONIC MAIL (EMAIL) DISTRIBUTION

Scope:

This policy applies to staff and faculty employees of the college employed full or part-time, temporary employees, student assistants, Board of Trustee members, Foundation board members, or anyone operating on behalf of the college.

Policy:

The college supports and encourages the coordinated and effective use of mass email distribution to communicate official information to groups of external customers in excess of 100, excluding electronic communication from the CSM Foundation or between faculty members and their students enrolled in a course. Mass email distribution to our customers will be centrally administered under the Marketing, Admissions, and Recruitment Department (MAR) to ensure a coordinated effort and decrease the number of multiple emails to the same targeted audience in accordance with CAN-SPAM Act of 2003. Emails concerning emergency notification and security issues that require timely warning are exempt from this policy and follow our emergency communications protocols.

Definitions:

Mass email: One electronic message to 100 email addresses or more outside of the csmd.edu domain. It does not include electronic communications from the CSM Foundation or between faculty members and their students enrolled in a course that relate to academic matters for that course.

Multiple: The term multiple means more than 100 electronic mail messages during a 24-hour period, more than 1,000 electronic messages during a 30-day period, or more than 10,000 during a 1-year period to the same email address.

Everyone Email: Emails that are sent through the college's email system to all employees and/or students of the college. For internal use only.

Transactional or Relationship message: Email communications sent as part of maintaining a business relationship between the sender and the recipient.

Procedures:

In order to utilize the college's mass email function, the content must meet the specified criteria and follow the necessary steps listed below.

Requests

- Requests to send a mass email to a target population must be directed to MAR for approval via inMotion - www.csmd.edu/ignite. The request must include a clearly defined customer target audience, the purpose of the email, as well as the content of the email. Email content must meet the criteria and should be brief, making use of hyperlinks to www.csmd.edu or other websites for additional information, products, or

- services. Requests for a mass email can be made by submitting a project request through Marketing's project management system.
- MAR will work with the requestor to prepare the email and complete the necessary steps.
 - Mass emails to customers will include an "Unsubscribe" disclaimer, with specific instructions on how to do so. Mass emails with validated email lists will be processed within three to five business days.
 - **Colleague generated lists:**
 - For MAR to approve the request for a mass email, the requestor must have developed and/or requested a CROA query to accurately select the target audience. Internal customer areas are responsible for generating an accurate list from CROA and delivering to MAR in an Excel spreadsheet. MAR will work with internal customers to lend assistance when possible.
 - Invalid or non-deliverable email addresses pulled via CROA will be shared with the Registrar's office (REG) to reflect changes in Colleague as REG sees fit to do so.
 - Unsubscribe requests will be managed through an automated unsubscribe utility.
 - **Lists generated from other sources:**
 - The list(s) will be forwarded electronically to MAR. Lists must be in Excel format and accompanied by a description of the target population. Unsubscribe requests will be managed through an automated unsubscribe utility.
 - Generic or "role-based" email addresses will not be uploaded and sent to for any mass electronic email send. Examples of such "role-based" email addresses are: info@; marketing@; admin@. A more full list of role-based email addresses can be found at: [Salesforce list](#)

See: Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, or the CAN-SPAM Act of 2003

Standards:

Mass email may be used if one or more of the following criteria are met:

- Official announcement of college policies, procedures, programs, or business activities
- The launching or establishment of new partnerships or articulation agreements
- Security issues / emergency notifications
- College-sponsored events or programs
- Financial or financial assistance information relevant to college customers
- Email regarding a particular event or program will be sent only once.
- Prior to send, the email requestor must approve a proof of the email which will be sent through MAR's project management system.