



Idaho State University

POLICIES AND PROCEDURES

Mass E-Mail

ISUPP 6020

POLICY INFORMATION

Policy Section: *University Advancement*

Policy Title: *Mass E-Mail*

Responsible Executive (RE): *Vice President for University Advancement*

Sponsoring Organization (SO): *Marketing and Communications*

Dates: Effective Date: *March 4, 2019*

Revised: *N/A*

Review Date: *March 2022*

I. INTRODUCTION

A. The purpose of this policy is to:

1. Provide guidelines regarding mass media communication to Idaho State University students and employees.
2. Establish protocols to properly review, control and disseminate mass media communications in a responsible manner.
3. Define and clarify who may approve mass media communication at Idaho State University.

II. DEFINITIONS

- A. **Mass E-mail:** is defined as any e-mail that intends to reach all faculty, all staff or all students or the combination of any of these groups.
- B. **Must Know Information:** will be delivered by mass call, text, e-mail or other means. (e.g. "Due to bad weather the University will close at...")

- C. **Should Know Information:** will be delivered by Mass E-mail or other electronic communications. Supervisors of staff without University e-mail access are responsible for notifying their staff of the content of the message. (e.g. "Employee benefits open enrollment will close on ...")
- D. **Want to Know Information:** will be delivered on web pages or similar software dispersed throughout the University web presence. Anyone at the University may request information to be posted through the University's various web channels or may post to department or division web pages in accordance with general University standards and department/division protocols. (e.g. "Student government elections will be held tomorrow at..." or "Tonight's basketball game will...")
- E. **Student Information:** intended specifically for students should be coordinated with the Office of Vice President for Student Affairs.

III. POLICY STATEMENT

E-mail is an important tool for academic, research, and administrative communications; however, it is not the only tool, nor is it always the best tool. The cumulative amount of time spent by students, faculty, and staff on processing unwanted e-mail represents an enormous loss of personal and institutional productivity.

- A. The University and departments within the University should aim to reduce the distraction of excessive Mass E-mails: too many Mass E-mails reduce the likelihood that any Mass E-mail will get the attention it deserves. Receiving e-mail that is unrelated to an individual's administrative or academic activities can be disruptive.
- B. The University and departments within the University should aim to preserve e-mail as a viable channel for critical communication: Reserve e-mail for items that are 1) critical importance and time sensitive; 2) true emergencies; and 3) as required by law. Increasing the number of untargeted e-mail announcements and solicitations can make it more difficult for the University to communicate critical information effectively.
- C. The University and departments within the University should aim to create an archive for announcements using Web-based channels: By providing announcements in a Web-based format, an archive can be created that can be used for future reference. This aids new employees who will not have received previously e-mailed information that may also be critical to them.
- D. The University and departments within the University should aim to promote best practices in communication: Mass E-mail, while convenient and cost-efficient, may not be the best communication channel. Many communication mechanisms exist within the University

including traditional paper mail, print and electronic publications, Web sites, targeted mailing lists, campus flyers, calendars, and social media channels.

- E. The University and departments within the University should aim to evaluate all available communication channels and determine the best method based on message and target audience and should refrain from using e-mail as a communication channel of convenience.

IV. AUTHORITY AND RESPONSIBILITIES

This section outlines the primary roles of authority and responsibility as related to mass media communication.

- A. E-mailing to a large audience as noted in the scope section of this policy requires the approval from the office authorized to mail to the particular audience. Requestors for Mass E-mail need approval from one approving office only. (see table below).
- B. Exceptions or requests outside the scope will be handled on a case-by-case basis. Direct your request to the Associate Vice President for Marketing and Communications.
- C. The Chief Security Officer, or designee, within the Department of Public Safety has authority to approve all mass communication that is “Must Know Information” as it relates to life and safety issues and as required by law without the review of the Department of Marketing and Communications.

V. PROCEDURES

- A. The following table should be used to determine how to route mass communications for approval and subsequent dissemination.
- B. All Mass E-mails should include a header that includes the following:
 - 1. “This message has been approved for mass e-mail distribution by [INSERT NAME], [TITLE], in accordance with Idaho State University Policy #####.”
- C. The following are considered viable alternatives to Mass E-mail communication.
 - 1. ISU Today
 - 2. ISU Events Calendar
 - 3. ISU Student Bulletin board
 - 4. Department/ISU social media

5. Departmental specific e-mails – e-mail lists can be requested by contacting HR

Audience**	Approving Office	Review Requirements
All Students	Vice President for Student Affairs <i>or</i> Vice President and Provost <i>or</i> President <i>or</i> Chief Security Officer	Review Suggested -Marketing and Communications -Student Affairs
All Faculty	Vice President and Provost <i>or</i> President	Review Suggested -Marketing and Communications
All Staff	Chief Fiscal Officer <i>or</i> Vice President and Provost <i>or</i> President <i>or</i> Chief Security Officer	Review Suggested -Marketing and Communications
All Faculty and Staff	Chief Fiscal Officer <i>or</i> Executive Vice President and Provost <i>or</i> President <i>or</i> Chief Security Officer*	Review Required - Marketing and Communications
All Faculty, Staff, and Students	Vice President and Provost <i>or</i> President <i>or</i> Chief Security Officer*	Review Required - Marketing and Communications Review Suggested - Student Affairs

*Review requirements are not required for Must Know Information disseminated by the Chief Security Officer.

**The President may send e-mail to any Audience at their discretion.