

College of Saint Benedict/Saint John's University

Mass Email Guidelines and Procedures

College of Saint Benedict/Saint John's University strives to use campus communication resources effectively and efficiently. Email is an efficient, cost-effective, and environmentally friendly way to communicate with large groups of people. However, non-strategic use of mass email can reduce employee and student productivity and hinder the university's ability to deliver critical messages.

Recognizing these expectations and concerns, the university has created these requirements, guidelines, and best practices to ensure email remains an effective form of communication.

This policy governs the use of:

- Official Announcements - CSB Employees
<DL_Official_CsbEmployees@CSBSJU.EDU>;
- Official Announcements - SJU Employees
<DL_Official_SjuEmployees@CSBSJU.EDU>;
- Official Announcements - CSB/SJU Students
<DL_Official_CsbSjuStudents@CSBSJU.EDU>

Definition

Email is the College of Saint Benedict and Saint John's University's official means of communicating information to faculty, staff, and students as stated in our email policy. Mass email is any email message sent to the entire campus or large subset (example: all students, all student organizations, all faculty, employees, et cetera). All mass emails must follow the CSB/SJU mass email guidelines and procedures and be consistent with any applicable state and federal laws. These requirements do not apply to departments when sending messages within their own department or to emails in which all subscribers signed up voluntarily to receive information.

Appropriate Use of Internal Mass Email

Mass email is appropriate for information that pertains to the *majority of the recipients*, is *critical and/or time-sensitive*, and meets one or more of the following standards:

- Alerts the campus community to situations about health and safety risks, as defined in the CSB/SJU Emergency Notification procedures;

- Notifies the campus community about changes in governance, policy, and practice;
- Communicates important information from the president, provost, or other university senior leadership.

Inappropriate use of internal mass email includes, but is not limited to:

- Messages that are not in line with the university's mission of teaching, research, and service;
- Messages that are commercial in nature with the exception of those messages that are in support of university business;
- Political activities that advocate for or against a ballot measure or candidate;
- Messages for job postings or research recruitment;
- Marketing or advertising of programs, majors, classes, products, or events offered or sponsored by the university
- Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the university;
- Solicitations for non-university businesses operated by university faculty or staff;
- Messages that are discriminatory;

Announcements that do not meet the outlined standards or are inappropriate for mass email should use other communication channels as listed below.

Required Approval and Authorization

Authorization to send mass email is automatically granted in the following cases:

1. **Official University Announcements**

Requests to send out mass email to the following university populations must be approved by and sent by an Authorized Unit and must follow the Guidelines outlined in the next section.

Each Authorized Unit will identify 1-2 individual or departmental email addresses that are the Designated Senders who have authorization to send on behalf of their department. IT Services will keep the master list of Designated Senders and ensure that those accounts have the rights to send to the approved list. This list of Designated Senders will be audited and updated each summer by IT.

Requests to be added to the Authorized Unit list must be approved by the CSB and SJU Cabinets. Requests to be added to the Designated Senders list must be approved by the head of the Authorized Unit.

TARGET GROUPS	AUTHORIZED UNITS
Students:	CSB Office of Student Development SJU Office of Student Development CSB Residential Life SJU Residential Life Academic Affairs CSB Business Office SJU Business Office CSB Facilities SJU Physical Plant CSB Security Department SJU Life Safety Office of Marketing and Communications Services Office of the President (CSB) Office of the President (SJU) Offices of the Presidents Office of Environmental Health & Safety Information Technology Services
Employees	Human Resources Academic Affairs CSB Business Office SJU Business Office CSB Facilities SJU Physical Plant CSB Security Department SJU Life Safety Office of Marketing and Communications Office of the President (CSB) Office of the President (SJU) Offices of the Presidents Office of Environmental Health & Safety Information Technology Services

2. Emergency

In an emergency, communications should follow our Emergency Notification Procedures.

Mass Email Guidelines

To promote operational efficiency and network security, the following guidelines govern internal mass email:

- A mass email message should be brief, self-explanatory, clear, and concise—ideally under 200 words. If there is a need to convey more information, the sender should link to a webpage or seek other communication channels to supplement.
- Include a succinct subject line that conveys the email's purpose.
- Provide a link or contact information about where people may ask questions or get more information.
- Avoid sending frequent or repeated messages. Follow-up messages or reminders should seek other communication channels, with the exception of emergency communications.
- Collaborate with others at the university to avoid redundancy and reduce the number of messages sent.
- Attachments are not allowed in mass email. A link to a webpage is recommended.
- Avoid acronyms and jargon in order to make the message as accessible as possible.
- Check spelling and grammar.
- Follow Universal Design guidelines in order to provide an accessible email that can be read by screen readers for people without sight. Do not include graphics in the body of the email without also typing the text in, to ensure that screen readers are able to read the text.

Violations of this policy will be handled by the <OFFICE TO BE DETERMINED> and should be reported to: <EMAIL ADDRESS TO BE DETERMINED>

Additional Internal Communication Channels

Before deciding on mass email as the choice for any communication, units are strongly encouraged to use:

- CSB/SJU Bulletin Board and App
 - There are sections for:
 - Events
 - Fine Arts
 - General Announcements
 - Position Announcements
 - Personal Announcements
- Printed and digital signage
- CSB/SJU communications channels such as websites, social media, or group or interpersonal communications.

At the time this policy is implemented, CSB/SJU will be discontinuing the following listservs:

- All SO listservs
- All General Announcements listservs