

MB MARY BALDWIN UNIVERSITY

MBU Student, Faculty, and Staff Mass Email Communications Policy and Procedures

Policy Contact Office: Vice President of Integrated Communications

Applies to: All faculty, staff, enrolled students, and others assigned University email accounts

Reason for Policy:

Electronic Mailings (email) can be a powerful and efficient tool with which to communicate. Email can also be seen as an unwanted intrusion if not used in a careful and coordinated way. To foster the judicious use of MBU electronic mailing capabilities, such that mailings to large numbers of individuals or groups either within or outside the university are essential and relevant to the mission of the University and do not adversely affect normal performance of the university's email delivery system.

Definition of Terms in Statement:

- **Mass Electronic Mailing:**

Either (1) a single electronic mailing received by 100 or more email addresses; or (2) multiple electronic mailings of the same content received by a total of 100 or more email addresses.

Policy Statement:

Mailings Must Be Mission-related – Mass electronic mailings sent by faculty, staff, enrolled students and others assigned university email accounts using university-owned or contracted resources to individuals or groups within or outside the university must be related to MBU's mission.

Certain Mailings Must Be Approved – Mass electronic mailings to certain large population segments must have executive-level approval in advance of issuance. Specifically:

- The President, Vice President of Integrated Communications, or Vice President of Business and Finance or their designee must approve electronic mailings to the entire

MBU community, i.e., all email account holders (faculty, staff, students and others assigned University email accounts). Such mailings generally should be reserved for major announcements and **critical health and safety notices**.

- The President or a member of the Executive Staff or designee(s) must approve electronic mailings to all staff or all faculty and staff.
- The President or Provost or designee(s) must approve electronic mailings to all faculty.
- The President or a member of the Executive Staff or designee(s) must approve electronic mailings to all students, all graduate students, all undergraduate students or parents of all enrolled students.
- Deans or their designee(s) must approve electronic mailings to all faculty or students within a college.

Alumni and Advancement Activities-related Mailings – Note that all electronic mailings (mass or otherwise) for the purpose of advancement activities to alumni, parents of alumni, parents of enrolled students, friends of the University and current or prospective donors must be approved by the President and the Office of University Advancement.

Procedures:

Email Lists

The following mass email lists are available and maintained:

- **UGR students by class based on credit hours (all modalities)**
 - MBU Frosh students
 - MBU Sophomore students
 - MBU Junior students
 - MBU Senior students
- **UGR Residential Students**
 - MBU Students Undergraduate Freshman (MBCW and UC)
 - MBU Students Undergraduate Sophomore (MBCW and UC)
 - MBU Students Undergraduate Juniors (MBCW and UC)
 - MBU Students Undergraduate Seniors (MBCW and UC)
 - MBU First-year
 - MBU Residential

- **UGR Online Students by Class**
 - MBU Students Undergraduate Freshman (O&A)
 - MBU Students Undergraduate Sophomore (O&A)
 - MBU Students Undergraduate Juniors (O&A)
 - MBU Students Undergraduate Seniors (O&A)
- **Graduate Students (all modalities)**
 - MBU Graduate students
- **Other**
 - MBU Faculty and Staff
 - MBU Community (all faculty, staff, and students)

The President and Executive Staff have administrative rights to all of these lists. The Registrar, members of the ALC, Student Engagement staff, OIC staff, and director of Campus Safety and Security also have the ability to send to select, relevant lists.

Electronic Communication Review and Approval

If you wish to send a communication to one or more of these lists, submit your draft communication to your supervisor, who can assist with routing the communication to the appropriate Executive Staff member for review and approval. At the request of the President or Executive Staff, some communications may require additional review by relevant stakeholders.

In addition to draft content, your request should include the lists to which you would like your message sent, and the desired timing. Allow at least one week for review and distribution. Accelerated requests may be granted on an ad hoc basis depending on the nature of the message.

Alternatives to Mass Electronic Mailings

The MBU community has a number of channels through which information may be shared en masse when messages do not rise to the level of a mass electronic communication. These include:

- MyMBU calendar and rosters
- MBU Forum daily email announcements (submit at: *marybaldwin.edu/announcements*)
- Student Engagement weekly newsletter (contact: Amber Ocasio)
- Hunt Dining Hall info screens (contact: Tracy Hiner)
- MBU cable info channel (contact: Allan Moye)

- Poster rails and bulletin boards throughout campus

APPROVED: Nov. 2018