# OFFICE OF INFORMATION TECHNOLOGY (OIT)
## Policies and Procedures Manual

## 1.3. Sending Mass E-mailings to Students Policy

### 1.3.1. Purpose

1.3.1.1. To provide guidance on the appropriate use of mass e-mailings to the student population. For the purposes of this policy, "mass e-mailings" are considered those sent to the entire student body or a subset of students larger than a department, program, or satellite campus.

1.3.1.2. This policy does not limit the right of individual faculty members, departments, programs, or satellite campus directors to send responsible and well-thought out e-mails to their respective constituencies.

### 1.3.2. Policy

1.3.2.1. The Registrar must authorize all requests for student e–mail address extracts from the Student database.

1.3.2.2. Mass e-mailings to University of La Verne students is an internal form of communication to be used for official academic and administrative purposes only. The sale/distribution of a University of La Verne e-mail addresses to non-University of La Verne entities is prohibited.

1.3.2.3. E-mail addresses extracted for purposes of mass mailings may only be used by officially designated "Gatekeepers" - individuals assigned responsibility to approve mass e-mailings for certain student populations. They should never be provided to "end-users".

1.3.2.4. Mass e-mailing approvals will be handled by various Gatekeepers:

1.3.2.4.1. Mass e-mailings to the entire student body or a subset greater than the College level must have the approval of the Vice President of Enrollment Management (or designee). Mass e-mailings to a subset of students within a College must have the approval of the appropriate Dean (or designee).

1.3.2.4.2.  Mass e-mailings to the entire alumni body or a subset greater than the College level must have the approval of the Vice President of University Relations (or designee). Mass e-mailings to a subset of students within a College must have the approval of the appropriate Dean (or designee).

1.3.2.4.3.  Mass e-mailings to all or a portion of the traditional undergraduate population for the purposes of academic advising and/or retention communications may be authorized by the Associate Vice President of Academic Support & Retention or their Designee.

1.3.2.5.  It is strongly advised that mass e-mailings to all students be limited to those messages that are considered to be an emergency, time-sensitive, or critical to support the academic and administrative functions of the University. Additionally, whenever possible, using alternative means of communication (e.g. portal messages or postings) should be used.

1.3.2.5.1.  Examples of appropriate mass e-mails to all students include issues involving University facilities or affecting working/teaching conditions, such as power outages or building closures; essential or urgent official administrative e-mail from University departments, such as financial aid and registration information, policy and procedure dissemination, and technology updates.

1.3.2.5.2.  Examples of inappropriate mass e-mails to all students include those from non-University of La Verne entities; for personal gain; from an individual rather than a University department; optional student event announcements; chain letters; general broadcast messages or announcements (clubs, student government, sports events, theater); for unlawful purposes; containing information of a confidential or sensitive nature.

1.3.2.6.  Mass e-mailings of a program-related nature should only be sent to the students/alumni within that particular program.

1.3.2.7.  Determining the appropriateness of mass e-mailings to subsets of students larger than a department, program, or satellite campus is the responsibility of the academic Deans and designated administrative Deans.

1.3.2.8.    The following protocols must be observed when sending out mass emails:

- Include the name, title, and e-mail address of both the sender and the approving Gatekeeper;
- Include the recipient e-mail addresses in the BCC (Blind Carbon Copy) field if the e-mail is sent to more than one individual at a time; o Include requestor's phone number/extension;
- The use of HTML and special formatting in mass emails should be tested prior to sending the mass email to ensure the look-and-feel of the email is appropriate and as desired;
- Where possible, the email should contain links to web pages rather than using attachments. Where attachments are included, they must be PDFs and should not be more than 10MB in aggregate size;
- Neither mass emails nor individual emails should ever contain confidential information in them – rather, they should direct the recipient to a secure site to access their confidential information;

1.3.2.9.    Content and grammar are the responsibility of the requestor.

### 1.3.3. Procedure

1.3.3.1.    Requests for mass e-mailings can be submitted by filling out the web based request form.

1.3.3.2.    Turnaround time goals for sending mass e-mailings requested from Enrollment Management are:

- As soon as possible for critical e-mailings;
- Within 3 business days for standard e-mailings;
- Within 3 business days of receiving the student population extract from the Registrar's Office for specialized populations.

### 1.3.4. Enforcement

1.3.4.1. Violations of any part of this policy may result in disciplinary action as prescribed by University policies and procedures, including, but not limited to, the loss of mass emailing privileges.

### 1.3.5. Approval and adoption

1.3.5.1.   Approved by the Chief Information Officer and Executive Vice President and adopted effective 3/9/2004.

1.3.5.2.   Minor modifications made to 1.3.3.3 and 1.3.4.1 to remove directly referenced web links. Approved by the Chief Information Officer and Executive Vice President and adopted effective 7/23/2004.

1.3.5.3.   Changes made to accommodate a new Gatekeeper process with the creation of the Enrollment Management unit. Approved by the Chief Information Officer and Executive Vice President and adopted effective 5/4/2006.

1.3.5.4.   Changes made to allow special formatting and HTML within the body of the email and to add a new Gatekeeper. Approved by the Chief Information Officer and Executive Vice President and adopted effective 2/25/2010.

1.3.5.5.   Updated to update naming of ULV to La Verne. Reviewed and approved by the Chief Information Officer and Vice President for Facilities & Technology Services and adopted effective 11/1/2017.

1.3.5.6.   Updated of terminology and technologies and move approvals to the end of document. Reviewed by Senior Directors of Infrastructure and Enterprise Applications, and CIO and adopted effective 7/1/2020.

1.3.5.7.   Reviewed by AVPs of Infrastructure and Systems, Enterprise Applications, and CIO with no changes made as of 7/1/2023.