

Announcement Distribution Policy

East Tennessee State University

Approved February, 2009

Background

East Tennessee State University recognizes the efficiency of corresponding with faculty, staff, and students via email. Academic and administrative units regularly send unsolicited messages to the campus community. Although sending email is often the easiest and fastest way to communicate with the ETSU community, email that seems useful to one office or individual may be perceived as spam by others. More importantly, excessive use of mass emails clutters this communication channel and makes it less likely that truly important messages will receive the attention required.

Purpose

This purpose of this policy is to provide guidelines and procedures for the distribution of information via mass email, i.e., that which is addressed to “all faculty,” “all staff” or “all students.”

Statement

Mass email should only be used to distribute information of an official and critical nature that must be brought to the attention of the entire university community or a significant portion of the university community. Information not meeting this criterion should be disseminated via ETSU’s Data Exchange Calendar System, to be implemented in December 2008. Guidelines for the use of the calendar system will be forthcoming.

Permission to Distribute Mass Email

Only messages approved by the President or Vice Presidents may be distributed via mass email.

Examples of Messages Suitable for Mass Email Distribution

Examples of messages that might appropriately be distributed via mass email include, but are not limited to:

- a. Urgent security matters
- b. Financial and administrative deadlines relevant to large segments of the university community
- c. Important information all students need regarding academic or administrative processes at ETSU.
- d. Important information all employees need to perform assigned work at ETSU.

Examples of messages not suitable for distribution via mass email include, but are not limited to:

- a. Announcement of events
- b. Club or group information
- c. Solicitations, charitable or otherwise

Guidelines for Writing Mass Email Messages

- a. The subject line should be descriptive and should not include the phrase "Important Announcement from."
- b. The initial text line of the message should indicate the office sending the message.
- c. The name, email address, and phone number of the person to receive replies should be included in the message.
- d. The message should contain text only. No graphics should be sent via mass email.
- e. Messages should be brief and to the point.