

**INDIANA UNIVERSITY BLOOMINGTON**

**Mass Email Procedures and Restrictions**

**(draft: September 26, 2011)**

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**1. Rationale**

The purpose of this policy is to outline the procedures that must be followed by those individuals or groups wishing to send email to a significant fraction of the University or campus communities.

For the purposes of this policy, a “*mass email*” is defined to be any unsolicited email, or group of emails, that taken together are sent to 10% or more of any of the following *communities* – *faculty, students, or staff* – at the IU Bloomington campus.

Further, up-to-date guidance on the appropriate use of *mass emails* and on technical options for reaching large audiences electronically is available in a *Best Practices* document, which accompanies this policy.

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**2. Scope**

Except as noted below, this policy applies to all *mass emails* with the following exceptions:

- ✦ electronic communications within a school, center, or academic unit, *i.e.* emails sent by schools, centers, or academic departments to their students, faculty, or staff
- ✦ email from administrative units concerning University-related health, safety, or employment matters.

Requests for exceptions to this Policy shall be made as described in the *Procedures* section. It is anticipated that exceptions will be made only in extraordinary circumstances.

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### 3. Policy Statement

#### Mass Emails

*Mass emails* must directly relate to and facilitate the teaching and learning, research, or service missions of the University and must be relevant to the mailing list members. All *mass emails*, except as noted above, must be approved by the *appropriate campus or University officers*, as described in the *Procedures* section of this document.

*Mass emails* that do not follow the guidelines detailed in the *Best Practices* document accompanying this Policy are unlikely to be approved.

#### Personal and Commercial Emails

*Mass emails* that are personal, political, or commercial in nature are prohibited unless they are in support of University business *and* have been approved following the procedures outline below.

#### Content and Format of Mass Emails

*Mass emails* should be concise and to the point and should make minimal use of embedded graphics and attachments. These emails must:

- ✦ clearly identify the sending entity of the email (e.g. in the From: field)
- ✦ clearly specify an email address to which replies can be sent (e.g. in the Reply To: field) – preferably an organizational, rather than a personal, email address
- ✦ contain a meaningful description of the email (e.g. in the Subject: field)
- ✦ mask the email addresses of the recipients of the mailing.

For more information on appropriate formatting of email communications, see the *Best Practices* document.

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### 4. Procedures

Requests for approval of *mass emails*, or policy exceptions must be directed to the following officers, or their designees, depending on the largest intended audience of the electronic communication.

- ✦ any University-wide community    the President
- ✦ all IUB members                      the Provost
- ✦ the IUB faculty                        the Vice Provost for Faculty & Academic Affairs
- ✦ the IUB students                        the Dean of Students
- ✦ the IUB staff                             the Director of Human Resources

✧ policy exceptions

the President (University-related)  
the Provost (campus-related).

## 5. Definitions

**Mass Email:** Any unsolicited email, or group of emails, sent to 10% or more of any of the communities – faculty, students, or staff – of the IUB campus.

**Communities:** Membership in the *faculty*, *student*, and *staff* communities is determined by the contents of lists maintained by the university such as the “Global Address List”.

**Best Practices:** A document accompanying this policy that outlines appropriate mass email usage and gives technical advice on possibilities for electronic communication.

**Appropriate campus or University officers:** The officers listed in the *Procedures* section who have the authority to review and approve mass emails for their respective constituencies.

## 6. Sanctions

Violations of university policies, including the failure to avoid a prohibited activity or obtain required approvals, will be dealt with in accordance with applicable university policies and procedures. Depending on the individual and circumstances involved this could include the office of Human Resources, the office of the Vice Provost for Faculty & Academic Affairs (or campus equivalent), Dean of Students (or campus equivalent), Office of the General Counsel, and/or appropriate law enforcement agencies.

Failure to comply with university policies may result in sanctions relating to the individual's employment (up to and including immediate termination of employment in accordance with applicable university policy); the individual's studies within the university (such as student discipline in accordance with applicable university policy); civil or criminal liability; or any combination of these.

## 7. Additional Details

1. Contacts: *to be added*
2. Web Addresses: *to be added*
3. Related Information
  - Best Practices Document (temporary link):  
[http://hep.physics.indiana.edu/~hgevans/tpc/mass\\_email/best\\_practices.html](http://hep.physics.indiana.edu/~hgevans/tpc/mass_email/best_practices.html)
  - UITS mass email policy: <http://uits.iu.edu/page/acnt>
4. History