Mass Email Distribution Guideline

Introduction
This guideline establishes the conditions under which the university community distributes mass emails. Generally, mass emails are email communications with 50 or more email recipients and are not associated with academic related class material or normal class related communications.

Electronic mass mails can use a variety of systems, including listservs, email mass marketing systems (EMM), or an identity management (IDM) email groups. These lists may be hosted either on campus owned systems, or on cloud provided systems (such as Constant Contact).

Applicable Policies and Laws
The current Appropriate Use Policy for Information Technology applies to all Mass Email Distribution. Information and guidance on content of messages being sent via mass emails can be found in the communications section of the Public Affairs website (http://www.cpp.edu/~publicaffairs).

Guideline
The Division of Information Technology provides each division and the University Foundation the ability to create electronic email lists with fewer than 50 email recipients. After implementation, the electronic email lists will remain active for one year and must be renewed each year for continued use. These lists do not require any specific approval.

The Division of Information Technology provides each division and the University Foundation the ability to create lists for mass email communication (50 or more users) with specific approvals. The approval required for a list is determined by the membership of the list.

All members within the same division
If all members in a list are within a single division or campus organization, then the Vice President of that division may approve the request. These lists are constructed based on the need of each Vice President and the Executive Director of the University Foundation. Each Vice President and the Executive Director of the University Foundation is responsible for the use of their respective lists.
Members from multiple divisions
In situations where the membership of the list contains members from multiple divisions, or off campus users, creation of the list requires the approval of the requester’s Vice President and the Vice President and CIO for Information Technology. After approval from the CIO, the lists will remain active for one year and must be renewed each year for continued use.

Other organizations may also require the use of email lists for communication with a broad set of users. Each of these organizations should obtain approval from the following as described:

- Faculty Senate or other Faculty related organizations should seek approval from the Provost and Vice President of Academic Affairs.
- Staff Council or other staff related organizations should seek approval from the Vice President of Administrative Affairs.
- Union related organizations should seek the approval from the Vice President of Administrative Affairs.
- ASI or other Student related organizations should seek approval from the Vice President of Student Affairs.
- Alumni should seek approval from the Vice President of University Advancement.
- Other campus organizations not mentioned above should seek approval from the Provost and Vice President of Academic Affairs.

Mass Mailing Systems
There are various systems available for sending mass emails to users. The following sections describe the different systems and their intended usage.

Identity management groups
Identity management (IDM) groups are groups that are managed by the central identity management system and users may be automatically or manually added to the groups. IDM groups may only contain users with a campus email account.

Groups with automatic membership are based on PeopleSoft data and cannot be manually modified. Automatically provisioned groups maintained by the university include:

- All university employees
- All foundation employees
- All students
- All faculty
- All staff
Groups where users are manually added can be managed through the Identity Management Control Panel by those who are designated as group administrators. Requests for automatically or manually populated groups may be submitted to the IT Service Desk.

Each of the mass mailing groups should be set to require moderation of messages prior to delivery to the members. Each Vice President may at their discretion designate up to two moderators for those lists. These moderators will be responsible for approving emails for the university community as directed by their Vice President.

Listserv lists
A Listserv is an application that distributes messages to subscribers on an electronic mailing list. The campus listserv service is provided by the Mailman application. Mailman lists may contain campus and non-campus users.

Mailman lists provide many options on how users may be added or removed, who can submit email messages to the list, and how emails will be archived and distributed to the members. Lists with 50 or more users must permit users to self-unsubscribe from the list.

Email mass marketing solutions
Email mass marketing (EMM) solutions are systems primarily used for marketing communications. EMM solutions typically provide tracking information regarding delivery rates and read rates of email messages. All messages sent using an EMM solution must provide the recipient with the ability to unsubscribe from future communications.

Due to the nature of EMM solutions, many SPAM detection systems may prevent the delivery of messages originating from these systems. Cloud provided services will not be added to an exception list for campus provided email systems. Because of this, all EMM communications to campus users should be performed via the centrally provided EMM solution. Additionally, communications to non-campus users should be performed through cloud hosted services.

Summary
The campus provides a variety of methods of communicating with groups of users. The following table describes the requirements for each type of list.
Mass Email Distribution Guideline

<table>
<thead>
<tr>
<th></th>
<th>Campus Users</th>
<th>Non-Campus Users</th>
<th>Moderation Required</th>
<th>User Unsubscribe Required</th>
<th>Annual Renewal</th>
<th>CIO Approval Required*</th>
<th>VP Approval Required</th>
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<td><strong>EMM Lists (Campus Solution)</strong></td>
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</tbody>
</table>

* When membership spans divisions or includes off campus users

**Implementation**

The implementation of this guideline is the responsibility of the Division of Information Technology.

**Approvals**

President Soraya M. Coley, Ph.D.
California State Polytechnic University, Pomona

Date