Bulk Email Procedure

**Policy Id:**
IT.018 – Bulk Email Procedure

**Contact:**
Joseph Laub, Chief Information Officer (212) 484-1108, jlaub@jay.cuny.edu

**Last Modified:**
January 20, 2013
**Policy or Procedure Description:**
IT.018 seeks to instruct the John Jay community on the appropriate use of bulk e-mail and to provide the procedure on how to request approval and properly send bulk e-mail messages.

**Definition:**
Bulk e-mail, by definition, is unsolicited e-mail sent quickly in large quantities, and is recognized as an efficient, cost-effective, and environmentally-friendly use of technology for facilitating communication within the John Jay community. Bulk e-mail messages can be sent to a mailing list e-mail addresses or a pre-defined target group. The potential misuse of bulk e-mail is also recognized. The purpose of this procedure is to provide guidance for the appropriate use of bulk e-mail at John Jay, and when necessary, the approval to send bulk e-mail through the enterprise John Jay E-mail system.

College-wide distribution of e-mail messages require:

- Identification of the target audience for the message
- Approval of the message (as discussed below).
- Arranging distribution with the appropriate sender/s of bulk e-mail.

**Background Issues**

**Guidelines and Criteria**

Generally speaking, bulk e-mail is appropriate for:

- Messages that directly relate to carrying out the business of the College.
- Messages that relate to changes in College policy or time sensitive issues.
- Messages that inform a select group of people (e.g. faculty, staff, students, members of a specific school or department, etc.) of an announcement or event related to their specific role within the College.

Announcements that do not meet this criteria of urgency and/or critical college information, should seek other methods of relaying their information, such as the college calendar, digital signage, Blackboard, social media, newsletters, a campus email listserv or other mechanism.

Inappropriate use of Bulk Email includes, but is not limited to:

- Messages that are not in line with the mission of the College
- Messages that are personal in nature
- Messages which are commercial in nature with the exception of those messages that support College business.
Sending Bulk E-mail

To promote institutional operating efficiency the following guidelines are intended to prevent degrading of e-mail services during working hours:

- A bulk message should be brief, self-explanatory, clear, and concise, and should only be used for important messages relevant to all recipients.
- A bulk message should be sent only once and not repeated. Monthly or quarterly electronic newsletters are preferred.
- Bulk messages should be distributed after hours to minimize the impact on campus email operations.
- Bulk messages should avoid sending attachments as they take up more disk space and degrade server performance. If it is necessary to send attachments, the total message size should be under 5 MB.

Messages sent by University e-mail addresses must be consistent with existing University policies (See CUNY Policy on Acceptable Use of Computer Resources).

2. Authorizations and Approvals

Authorization to send bulk e-mail is automatically granted in the following three cases:

Case 1: Local Authority

Academic and Administrative Departments, Divisions and Faculty are authorized to send messages to their students, faculty, or staff within their respective areas without any further approvals.

Case 2: Official College Announcements

Some administrative areas that need to make periodic announcements to members of the John Jay community are granted authority to send bulk e-mail via the E-mail system, maintained by the Department of Information Technology (DoIT) for matters of College business. The following offices have been granted this authority through appropriate discussions and review.

<table>
<thead>
<tr>
<th>Target Groups (College-wide)</th>
<th>Authorized Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>Office of the President, Office of Finance and Administration, Office of Student Affairs, Office of Enrollment Management or their designees.</td>
</tr>
</tbody>
</table>
Case 3: Emergencies

In a John Jay community-wide emergency, approval is bypassed. In these instances Emergency communications are coordinated by the Office of Finance and Administration. The contact for emergency communications is Robert Pignatello, Senior Vice President for Finance and Administration.

Approvals

Requests to send out bulk messages to the following college populations that do not fall under the three cases above, must be approved by a specific owning office. If they meet the criteria above the individual should reach out to the appropriate designee. In some cases, a request may not be granted based upon the guidelines specified below. It is also at the sole discretion of the approving office whether a message will be sent as an important (high priority) or general (low priority optional) message.

<table>
<thead>
<tr>
<th>Target Groups (College-wide)</th>
<th>Owning Office</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>Student Affairs</td>
<td>Vice President of Student Affairs. <strong>Note:</strong> Requests should be directed to designees John Leebens or Dana Trimboli.</td>
</tr>
<tr>
<td>Faculty</td>
<td>Office of the Provost</td>
<td>Provost Jane Bowers <strong>Note:</strong> Requests should be directed to designee Kevin Nesbitt</td>
</tr>
<tr>
<td>Staff</td>
<td>Finance and Administration and Marketing and Development</td>
<td>Senior Vice President of Finance and Administration Robert Pignatello or the Office of Marketing and Development. <strong>Note:</strong> Requests should be sent to the DoIT helpdesk or designee Johnny Taveras.</td>
</tr>
</tbody>
</table>

Guidelines for Approval to Students

In an effort to prevent the proliferation of unrequested e-mail to students, the following guidelines will be used when a request is made to send bulk e-mail to students:
1. Each semester, students will be placed on an Important Announcement distribution list. This listserv is mandatory. This listserv will be only be used by the college to disseminate important information such as the last day to pay, campus emergencies, registration dates, etc. The important-announcement bulk e-mail capability will not be used to advertise or market campus programs, activities or events.

2. A second optional list (General-Announcements) will be available for this purpose (e.g. at the end of each message). Information will be provided to students on how to unsubscribe or block these messages. It will be at the discretion of appropriate owning office whether or not a message should be distributed as a general or important announcement.

**Guidelines for Approval to Faculty**

The Provost's Office has been charged with the responsibility of screening requests to send bulk e-mail to all faculty members. Business Units wishing to send messages not approved by the office of the provost are encouraged to develop unit-specific lists of e-mail addresses of faculty members with demonstrated interests in their specific programs and events.

**Guidelines for Approval to Staff**

Only John Jay employees may request that a bulk e-mail be sent to staff. Access to bulk e-mail is made available for college use as the purpose requires. Electronic mail addresses are not made available to persons or organizations outside of John Jay College.

Selected notices and announcements of broad interest, usefulness, or need among staff are acceptable uses of bulk e-mail. Such notices and announcements include:

- Presidential announcements.
- Emergency notices.
- Expected street, traffic, and parking interruptions resulting from construction.
- Services for general College use
- Broadcasts of service changes or updates.
- College wide special events
- Other announcements or news reports affecting the community or the College.

**Seeking authorization to send a bulk e-mail communication**

Requests to send bulk e-mail messages can be e-mailed to the DoIT Helpdesk (helpdesk@jay.cuny.edu) or the owning offices outline above. Requests should include the message and the justification for requiring the service.

*Note: The author would like to express thanks to Case Western, North Western and Harvard as portions of their email policies served as templates to creation of IT.018.*

---

5