



## Broadcast Email Acceptable Use Policy

POLICY 05-01-01

Effective Date: 11/07/2011

Date Last Revised: 09/24/2019

The following are responsible for the accuracy of the information contained in this document:

### **Responsible Policy Administrator**

Chief Information Office

### **Responsible Department**

Information Technology

### **Contact**

(508) 213-2213

### **1.0 - Policy Statement**

The purpose of this policy is to establish the College's basic policy and procedures related to broadcast electronic email. Application and compliance with this policy is the responsibility of all Nichols College employees and third-party service providers with Nichols College e-mail accounts.

### **2.0 - Overview**

The objective of this policy is to ensure that the use of distribution lists to a large group, such as all students or all faculty and staff, should only be used when the message is relevant to all members of the distribution list and directly relate to carrying out the business of the College.

### **3.0 - Scope**

This policy applies to all broadcast (mass) email messages sent by students, staff, faculty, and third-party providers (such as Public Safety, Sodexo, and the book store) to any groups outside of their department, class, advisees, or club.

#### **3.1 – Definitions**

Broadcast (mass) e-mail – identical or substantially similar message sent to more than 20 addresses. This is regardless of whether or not a message was sent to a large number of users via a distribution list or by entering individual e-mail addresses.

#### **3.2 – Global Nichols College e-mail lists that staff, faculty, and third-party providers have access to**

- Nichols College Staff

- Nichols College Faculty – All
- Nichols College Faculty – Undergraduate
- Nichols College Faculty – Graduate
- Nichols College Third Party on Campus Services
- Nichols College Employee - All

### 3.3 – E-mailing Student Distribution Lists

Sending broadcast e-mails to students/student distribution lists will still be restricted to specific individuals with a defined business need to do so.

Global Nichols College student e-mail lists that are restricted include:

- Nichols College Students – Day
- Nichols College Students – Class of 2xxx
- Nichols College Students – Undergraduate Adult
- Nichols College Students – Graduate
- Nichols College Students – All
- Nichols College – All

The following staff members will have access to send broadcast e-mails:

Academic Affairs	VP for Academic Affairs, Assistant to the VP, Associate Dean – Business, Associate Dean – Liberal Arts; Assistant Dean, Assistant to Faculty
Academic Learning Services	Assistant Dean – Learning Services
Academic Resource Center	Director, Assistant to Director
Admissions	VP for Enrollment, Associate Dean for Enrollment, Director of Undergraduate Adult Enrollment, Associate Director of Enrollment & Retention, Student Success Specialist, Veterans and Military Services, Office of Diversity and Inclusion
Advancement	VP for Advancement, Assistant VP for Advancement, Assistant Director of Nichols Fund
Alumni Relations	Director of Alumni, President of Alumni Board of Directors
Athletics	Athletic Director, Assistant Athletic Director, Office Manager, Sports Information Director, Manager of Athletic Center
Career Services	Director, Associate Director, Marketing & Administrative Coordinator
Dining Services	General Manager, Unit Controller

Facilities Management	VP for Operations, Associate Director, Assistant Director, Assistant to the VP for Operations
Financial Operations	VP for Business & Finance, Assistant to the VP for Business & Finance, HR Director, Payroll Manager, Human Resource & Payroll Specialist
Graduate & Professional Studies	MBA Director, Director of Student Success & Retention, Front End Administrative Assistant, MSA Director, Academic Support & Administrative Assistant
Information Technology	Chief Information Officer, Help Desk staff
Institute for Women's Leadership	Director, Faculty Advisor
Library	Director, Systems and Instruction Librarian
President's Office	President, Assistant to the President
Public Safety	Director, Supervisor
Registrar's Office	Assistant Dean for Registration, Assistant to Registrar, Assistant
Residence Life	Assistant Dean of Students
Student Financial Services	Director of Financial Aid
Student Involvement Office	Director
Student Life	VP for Student Affairs, Administrative Assistant

### 3.4 – Related Documents

I.T. Acceptable Use Policy

### 4.0 – Policy

Use of distribution lists to a large group, such as all students or all faculty and staff should only be used when the message is relevant to all members of the distribution list and directly relate to carrying out the business of the College.

Examples of Acceptable Use:

- President announcements
- Emergency notices, including College facilities outages and information updates
- Human resource policy or benefits announcements
- Expected facilities maintenance and parking interruptions
- Services for general College use, such as travel and transportation
- Broadcasts of Information Technology service changes or updates
- College special events such as observances for holidays
- Other announcements or news reports affecting the College
- Messages that relate to changes in College Policy

Examples of Inappropriate Use:

- Unsolicited mass email – commonly known as spam

- Messages that are not in line with the mission of the College
- Messages that are personal in nature
- Messages that are commercial in nature, with the exception of those messages that are in support of College business
- Any information relating to business services or commercial solicitation such as house sale listings, reselling of tickets to events or any other activity for profit
- Personal solicitations for contributions, charities, or participation
- Messages of limited interest to the College community at large, such as individual class cancellations or personal and holiday greetings
- Any message which violates the College's I.T. Acceptable Use Policy

#### **5.0 - Enforcement**

The Chief Information Officer, and I.T. staff, will monitor adherence to this policy. Persons found in violation of this policy will be reported to the appropriate dean or vice president for corrective action. Violations may also result in the removal of mailing list or broadcast email privileges.