



Administrative	
Policy Type:	Appropriate Use of Bulk Email Services
Policy Number:	1603
Date Adopted:	2/15/2012
Version:	2.0
Review Cycle:	Annually
Date Last Reviewed:	07/07/2016
Office Responsible:	Information Technology
Related Policies:	Student Information Access (FERPA)
Relates Laws:	FERPA

Purpose: To govern the management of bulk email sent using the Jackson College Employees and Jackson College Students distribution lists. This policy also ensures that the appropriate uses of electronic communications are maintained and that the quality, validity, and effectiveness of Jackson College email communications are established.

Scope: All Employee Groupware users with delegated authority to email to globally managed distribution lists such as all JC employee and student accounts. This policy does not govern personally created distribution lists.

Definitions:

Internal User: Jackson College students and employees using Jackson College email accounts to send and receive email.

Bulk Email: identical email messages sent to numerous email recipients. For the purpose of this policy this definition refers to globally managed distribution lists that typically includes 100+ recipients

Sensitive Information: information that can be used to uniquely identify a person or invade a person's privacy. Examples: driver's license, date of birth, banking information, grades, salary, criminal background, physical identity (picture), etc.

Policy:

Communication through the use of bulk emails to internal users is intended to provide Jackson College Students and/or Jackson College Employees with information regarding official Jackson College business. Email communications such as, but are not limited to, academic instruction, safety and security, technology resources, employee information, administrative policy, student life, and college events are considered official Jackson College business. Use of bulk email is not intended for the dissemination of personal or political opinions and is not to be used for personal profit-making purposes. Permission to send bulk email using defined Jackson College distribution lists is approved by specific job functions.

Authorizing Department

Authorizing Departments have the ability to send bulk emails to students and employees regarding information that is relevant to the departments business. Requests for rights to have bulk email access are submitted to the Jackson College Solution Center by the department's administrator. A business case for requiring this access is needed. These rights are significant and should be limited to a small number of users.



Departments authorized to send bulk emails may, at their own discretion, develop and distribute their own content. Content may include newsletters, announcements, system changes, events, administrative policies, etc. Authorizing departments will determine the delegated authority.

Delegated Authority

The delegated authority has the technical ability to distribute bulk emails. They may obtain these rights on their personal Jackson College account or by using the department's generic account. They are responsible for the content, quality, and validity of the message. Delegated authorities may forward emails from unauthorized departments/individuals. The delegated authority is not responsible for developing content for other departments/individuals but is responsible for the appropriate use of the communication (official Jackson College business).

Unauthorized Departments and Individual Users

Departments/Individuals in need of having a bulk email sent should contact the authorized department, which is consistent with the relevance of the communication, for distribution. The individual/department is not responsible for developing content.

Surveys

Surveys to Jackson College Students must be approved by Institutional Research and Student Services before distribution. Surveys to Jackson College Employees must be approved by Institutional Research and Human Resources before distribution. Invitations to surveys should explain the purpose of the survey with a link to the survey instrument.

Phishing Emails

Jackson College bulk emails should in no way be developed to resemble phishing emails. Phishing emails are used to collect an individual's secure information; typically electronic account and banking information. Outside of security notifications, emails should not be conveyed as urgent, such as "do this or else" instructions.

Guidelines

The following communication guidelines are suggested for bulk email distributions.

- 1) Sending bulk emails should be infrequent. Communications should be of high importance to all intended recipients.
- 2) Keep emails short and to the point.
- 3) Use a specific subject line. Who is sending the communication and what it is regarding. Never leave the subject line blank.
- 4) Use URL's instead of attachments. If attachments must be sent use PDF's and confirm the attachment size is 2MB or less.
- 5) Communication sent to students must comply with FERPA regulations.
- 6) Use of font, color and size should be professional.
- 7) Check spelling and grammar. Have others review the message first. Always check any links provided in the body of the message or attachment.
- 8) Do not include personal, confidential, or sensitive information.
- 9) Use the options feature in Groupware to direct replies to the appropriate person.



Change Log:

<u>Date Of Change</u>	<u>Description of Change</u>	<u>Responsible Party</u>
05/24/2016		J. Deobbs
7/7/16	Reviewed	J.Dobbs