



Saint Xavier

UNIVERSITY

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BULK EMAIL POLICY

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The purpose of the Bulk Email Policy is to provide guidance and establish procedures for large-volume electronic mailings, also called bulk mailings, to the campus community and external constituencies. For the purposes of this document, a large-volume mailing will be defined as one that is sent to 50 or more recipients other than self-subscribed mailing lists or discussion groups. Nothing in this policy is intended to hinder communication between an instructor and his or her students.

INTERNAL MESSAGES GOING TO FACULTY, STAFF AND STUDENTS

The best way to get your message out to a general University audience including faculty, staff and students is to submit announcements to SXNews or submit event postings to the Events Calendar by emailing newsroom@sxu.edu.

There are many reasons for favoring SXNews and the Events Calendar over sending a mass email message:

1. Emails have less impact the more they get sent out; typically, internal audiences will clear the emails out of their inbox without even reading them if there are too many.
2. While internal audiences cannot opt-out of University emails, University emails can sometimes be set or automatically sent to junk, clutter or trash.
3. In addition to staff's time and effort to prepare emails, sending too many emails has an impact on network bandwidth; when the recipients include members of the campus community whose email accounts are on our own systems, disk space will be consumed as a copy of the message is delivered to each local mailbox.

At times, requests for mailings to a large University audience will be denied in favor of using SXNews or the Events Calendar.

University Relations will not send out weekly emails for events. Departments with specialized messages, including department-specific parties and other events, personal accomplishments, etc., will be redirected to be sent out as an announcement on the portal. This, however, does not mean you are allowed to go rogue and send out emails to a listserv. You are not allowed to spam faculty, staff and students with an announcement; the portal is the correct option for these kind of announcements.

OPT-OUTS

Internal audience (faculty, staff and students) cannot opt-out of receiving email messages. External audiences (gmail, hotmail, aol, etc.) can opt out at any time. Individual departments are responsible for maintaining their opt-out lists and ensuring emails have been removed from lists and flagged in Razor's Edge or Colleague. University Relations, though, will keep a general list of every opt out received.

REQUESTING A BULK EMAIL

University Relations will provide for the distribution of bulk email to the campus community and external constituencies under a system of administrative approvals. We ask for at least a one-week minimum for any bulk email. Please view our Bulk Email Request Form. The form highlights exactly what is needed in order to send out a bulk email.

If you have any questions, contact urprojects@sxu.edu.

DEPARTMENT/DIVISION PERMISSION

Faculty or staff members wishing to send a bulk email must obtain permission from their appropriate dean, director or administrator. Requests for large-volume electronic mailings will not be accepted from individual students. The requestor assumes all responsibility for securing proper approvals before the request is submitted to University Relations.

ONE-WEEK NOTICE

Under normal circumstances, bulk emails will be timed in an effort to avoid interference with other email and network traffic. It should be noted that depending on customizations, message size, number of recipients and competition for network bandwidth, it may take a couple of days or more for a bulk email to be sent.

Your request for a bulk email should be made at least a week prior to the day you would like it sent out to prepare for editing, building and receiving approval from the requestor, in order for it to be properly scheduled to be sent.

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STANDARD OR CUSTOM TEMPLATE

University Relations provides a selection of graphical templates for bulk email use, which include department/office headers. Custom templates can be requested but will not always be granted. Please note this option adds an additional week and is subject to approval.

MAILING LIST

The requestor is responsible for obtaining a properly formatted electronic mailing list. Generally, this will require the extraction of email addresses from Colleague or Raiser's Edge, but properly formatted Excel spreadsheets of lists may be acceptable and can be requested through mySXU's Colleague Request Form. Please note that handwritten lists or lists in other hard copy formats will not be accepted.

Lists must contain a single email address for each recipient in a separate column and may not include SMS email addresses (those containing a cellular phone number). Lists must be properly formatted to send out personalized emails containing names, addresses, scholarship monies, etc. If lists are not properly formatted, University Relations will contact the requestor to resolve.

Note that email addresses obtained from the University database are to be handled with special care with regard to privacy and proper use. Persons in possession of email address data may not sell, rent or otherwise distribute such data other than in accordance with approved University policy. Up-to-date copies of mailing lists must be obtained for each mailing in order to comply with the University's opt-out policy.

RETURN ADDRESS AND SUBJECT LINE

Each request for a bulk email must include a return address to which the recipient may reply and to which undeliverable mail will be returned. A subject line for the email message is also required.

PROPERLY FORMATTED, PROOFED AND APPROVED CONTENT

Lastly, the content, or text, of the email message must be provided in a Word document. The accuracy, spelling and grammar of the text are the requestor's responsibility, although content and formatting may be modified at the discretion of University Relations. Text must be written for web consumption, using simple and active language and concise, scannable paragraphs.

CONFIRMATION OF MESSAGE DETAILS

Upon preparing a mailing, University Relations staff will email the requestor to confirm the message details. This message will include a preview of the formatted email message and mailing list as an attachment. The requestor must reply to affirm the accuracy of the message and related information before the mailing will be scheduled.

SCHEDULING OF MAILINGS

University Relations recommends scheduling bulk emails to go out from 5 a.m. to 5 p.m. Tuesday through Thursday as emails are more likely to be read during these time periods. Research shows emails are less likely to be read over the weekend period.

DISCLAIMERS

University Relations may reject a proposed mass mailing for not serving or not being consistent with the University mission, violating established University policy, being irrelevant for a proposed audience, or being too large or poorly constructed.

Also, although all students and most faculty and staff members have email addresses, there is no guarantee that messages are retrieved and read in a timely manner. Further, it cannot be guaranteed that a recipient will read your mail since most email programs have the ability to filter out messages based on user-defined preferences (thus sending them to "spam" or "junk" folders).

Messages to some recipients may be undeliverable if their mailboxes are full; that is, if their allowed disk space has already been used.

When assembling your list of email recipients, you must be aware of the fact that some persons in our database have indicated their preference of not receiving mail from the University, so all members of your intended audience may not receive the message.