

STOCKTON UNIVERSITY



PROCEDURE

PROCEDURE FOR USING UNIVERSITY COMMUNICATION SYSTEMS/TOOLS TO DISSEMINATE MESSAGES TO THE STOCKTON COMMUNITY

Procedure Administrator: Chief Information Officer

Effective Date:

Index Cross-References: Policy XXXX: XXXXX; Procedure 4200: Acceptable Usage Standards of Communication and Communication Technology

Procedure File Number: XXXX

Approved By: Dr. Harvey Kesselman, President

Stockton University provides communication services and tools to its students, faculty, and staff to facilitate the academic and administrative functions that support the University's mission of teaching, research, and service. These services and tools are not open to the general public, are not intended for general public communication, and are not a forum for the dissemination of personal opinions. Other means exist to express and to disseminate personal opinions on matters of interest to the campus community.

1. MASS EMAIL

Mass email is any email message sent to the entire campus or a large subset of the same (e.g., all students, all undergraduates, all graduate students, all faculty, all staff). All mass emails must follow these procedures and related University guidelines and be consistent with any applicable State and federal laws. These requirements do not apply to units sending messages within their own unit, school, or division, or to emails in which all subscribers voluntarily sign up to receive information.

Mass email is appropriate for information that pertains to the majority of the recipients, is critical and/or time sensitive, and meets at least one of the following criteria:

- Provides information essential to the operation or execution of University business;
- Provides information employees need to perform their jobs or engage with the University;
- Alerts the campus community to situations about health or safety risks as defined in emergency notification procedures;

- Announces major campus events (e.g., Convocation, Commencement, Faculty Assemblies, athletic championships);
- Alerts the campus community of key processes, procedures and deadlines from Human Resources, Facilities and Operations, and Information Technology Services;
- Communicates important information from the President, Provost, or other University senior leadership.

Absent prior approval, faculty, staff and students may not send unwanted or unsolicited mass email to University email directories. Faculty, staff and students have numerous communication channels and tools that enable the flow of information between teams, departments, organizations, clubs and other groups, which individuals are encouraged to use before resorting to a mass, all-campus email.

2. PROCESS FOR SENDING A MASS EMAIL

Administrative departments that are required to make periodic announcements to members of the Stockton community can send mass emails to the predetermined mass email lists via the email system, maintained by ITS, for matters of University business and in compliance with all pertinent policies and procedures.

Members of the campus community and offices authorized to send mass emails include:

- Office of the President
- Office of the Provost
- Public Safety
- Facilities and Operations
- Information Technology Services
- Human Resources
- Members of the Cabinet and/or their designees
- President of the Faculty Senate
- Union Presidents
- Office of the Dean of Students (for messages sent to student lists)

All other individuals intending to send to the predetermined mass email lists will require approval as part of the process to send mass email. Once the message is sent to the intended mass email list (for example, sent to faculty@stockton.edu or staff@stockton.edu), the email will be queued for review by the designated mass email moderators before being accepted or denied for distribution.

Emails intended for all faculty are approved by the Office of the Provost, and those for students are approved by the Office of the Vice President of Student Affairs or the Dean of Students. Emails intended for all staff will be approved by the Divisional Executive of the proposed email sender.

Approval of a mass email message may take up to three (3) working days to be approved before being delivered to the intended community. If time sensitive material is being distributed, please contact your divisional executive to request an expedited approval process.

3. ENFORCEMENT

Failure to comply with this Procedure and the associated policy may result in limitation, suspension or revocation of the sender's emailing privileges, and assessment of fees to cover damages incurred.

Faculty, staff and students should refrain from requesting data files of email addresses or sending mass email using the University directory. University email addresses may not be sold, copied, distributed, or used for other than their intended purpose. The "Acceptable Use of Information Technology Resources" procedure addresses the misuse of email information and the sanctions for doing so.

Complaints about alleged mass emailing violations should be sent to the Chief Information Officer. The complaint will be referred for consideration by the Office of Human Resources, the Office of Equal Opportunity and Institutional Compliance, and/or the Office General Counsel as appropriate. Violation of University policies or procedures may subject users to the revocation or limitation of email privileges, or referral for disciplinary action.

4. SURVEYS

Academic and administrative units, committees, registered student organizations, work groups, and other groups affiliated for particular University purposes, may survey their membership by email if it is relevant to the group's business or concerns. For example, a survey may be conducted with the faculty or students within an academic program for administrative and assessment purposes; administrative units, committees, or registered student organizations may survey their constituents about matters related to governance or internal concerns; event or program administrators may survey participants for assessment and program evaluation purposes.

All other surveys conducted by email, particularly surveys in which the intended subjects are outside of the surveyor's "regular constituency," or would perceive the survey request as "unsolicited," must receive prior approval by the appropriate University office(s). If a proposed survey involves related follow-up or sequential surveys and clearly describes these in the initial request for approval, the subsequent surveys will not require separate approvals if the initial proposal is approved. Surveys may require review and approval of the Institutional Review Board (IRB).

Surveys intended to include students must be approved by and coordinated through the Office of the Vice President for Student Affairs. Surveys intended to include Stockton employees must be reviewed and approved in advance by the Office of Human

Resources, which may also consult with or need to obtain the approval of the appropriate collective bargaining unit(s). All individuals sending surveys being sent to faculty, staff, and/or other Stockton community members must obtain approval from their Divisional Executive before being sent.

Mass email associated with a survey should be minimal in content, containing an invitation to the survey explaining its purpose and providing a link to the survey itself at a separate website. Survey requests from non-University requestors generally are not permitted.

Review History:

	Date
Procedure Administrator	
Divisional Executive	
General Counsel	
Cabinet	
President	