DEPAUW UNIVERSITY
MASS EMAIL LIST POLICY
(11-01-2012)

I. PURPOSE AND DEFINITIONS

Email (electronic mail) is an important resource for academic and administrative communications. The purpose of this policy is to provide guidelines on the approval and creation of email lists for large-‐

Opt-In Lists

Opt-in Lists are lists established and managed by a University department, program, or similar University representative to facilitate communication and/or coordination around a particular topic or theme. Membership is generally voluntary and members must be provided the choice to opt-out.

Examples of these lists include, but are not limited to:

- Community-related message boards for exchanging topical information between members (e.g., personals@depauw.edu or macusers@depauw.edu)
- Community-related distribution lists providing information about campus events or activities (e.g., DePauwWeekly@depauw.edu or Arts_at_DePauw@depauw.edu)

IV. METHODS FOR SENDING MASS EMAIL MESSAGES

Google Groups

A Google Group is a mailing list utility available in DePauw's Google Apps for Education domain. Google Groups can be established and managed by a DePauw Google Apps account holder to regularly distribute official information and/or facilitate communication and/or coordination around a particular topic or theme. Members may be pre-subscribed by virtue of their position, role, or responsibilities at the institution, added by voluntary self-subscription, or pre-subscribed with the option to opt-out. Who can send email to a particular Google Group is controlled by system permissions established per the defined Group purpose and approval provided at time of creation.

e-Services Email Lists

e-Services can be used to generate lists of email addresses for very specific groups of persons. This is typically accomplished through reports developed by Information Services in conjunction with list requestors. It is important to note that e-Services can be used to generate email lists, but messages cannot be sent from within e-Services.

Example: An e-Services report might identify Juniors and Seniors who have not yet completed the University's 'Q' requirement, along with their email addresses. The Registrar, or perhaps faculty

V. RECOMMENDED GUIDELINES FOR MASS ELECTRONIC MAILING

A mass electronic emailing should include two pieces of information with each distribution:

1. A subject line that clearly and accurately identifies the content or purpose of the message, which can then be used by recipients to organize or filter their email messages
2. A clear indication that the sender is an on-campus individual or group, to whom a reply can be easily generated, typically in the form of an email 'signature block'

Recipients of a mass email message should be masked so that individual recipient names or addresses are not identifiable to other recipients. (E.g., place recipient addresses in the "BCC:" field instead of in the "To:" field.)

VI. TO REPORT A MASS EMAIL VIOLATION

To report a mass email that has violated these policies, contact the relevant governing office or the Chief Information Officer.