



Guidelines for Sending Mass E-mail to Students

Background

In 2001 Boise State University provided all BSU students with e-mail accounts, as well as access to a directory of student e-mail addresses. The goal for implementing this e-mail initiative was to enhance students' connections to the University by:

- 1) Improving the University's communication with students; and
- 2) Improving and assisting communication between students.

The University has the means to deliver information to students in a quick, cost-effective and efficient manner. It is important to effectively manage the large volume of electronic communications students receive to ensure they are notified of impending deadlines and other information critical to their academic success at Boise State University. Students, too, have the ability to conveniently communicate with classmates and friends.

Guidelines

To achieve these goals, guidelines are necessary to manage the flow of mass e-mail to and between students. These guidelines are as follows:

- Mass e-mail is generally defined as unsolicited e-mail sent to more than 50 students. The same message may not be sent multiple times to fewer than 50 students to circumvent these guidelines.
- Separate stand-alone mass e-mail should only be sent to students for the purpose of making significant announcements regarding registration, important deadlines, fee payment and other need-to-know information. Such e-mail should be compelling, brief and to the point.
- Routine information about campus events, activities, programs, etc., may be included in the bi-weekly *Bronco Student Update* rather than in a separate stand alone mass e-mail.
- E-mails soliciting support for or against an ASBSU candidate for office, or ballot initiative, are prohibited.

Responsibility for Approval

To ensure that communication is consistent, accurate, and coordinated, the Office of the Vice President for Student Affairs will oversee mass e-mail sent to students. This includes the responsibility for reviewing and approving content and sending regular updates and announcements. All unsolicited mass e-mail to students must be approved in advance by the Vice President for Student Affairs. The Vice President can approve the request to be sent:

- as an announcement to be included in the next consolidated *Bronco Student Update*;
- as a separate stand alone e-mail on a one-time basis; or
- as a separate stand alone e-mail on a specified routine basis.

Submission Process

A. Bronco Student Update

Complete and submit to the Vice President for Student Affairs' office the "Request to Send Mass E-mail to Students" form available at <http://www2.boisestate.edu/vpsa>, no later than 5:00pm on the Wednesday prior to the *Bronco Student Update* publication date. The publication schedule is available on the VPSA website noted above.

B. Stand-alone and/or Targeted Mass E-mail

1. Complete and submit to the Vice President for Student Affairs' office the "Request to Send Mass E-mail to Students" form available at <http://www2.boisestate.edu/vpsa> at least one week prior to the date the mass e-mail is to be sent.
2. If the mass e-mail is to be sent to all students, the VPSA office will obtain the e-mail addresses. However, if the mass e-mail is to be sent to a targeted group of students, please complete the Student Records Query Request available on-line at <http://registrar.boisestate.edu/query-request.html> to request the specific list of students to whom the mass e-mail will be sent.
3. The VPSA office will notify the requestor if the request is approved.
4. Upon approval, the VPSA office or the requesting department will then send the message to the targeted group of students.

Exceptions to Mass E-mail Guidelines and Approval Process

The Vice President for Student Affairs delegates the authority to departments to approve and send unsolicited mass e-mail to students under the following conditions:

- Mass e-mails sent to students enrolled in a single class;
- Instructors and departments that wish to communicate with students within their major;
- Student organizations that wish to communicate with their members or other interested individuals on their own e-mail list;
- E-mails related to student organizations or ASBSU official business sent by Student Activities to student organization officers and advisors;
- Every attempt is made to protect recipients' privacy (i.e., blind copying recipients rather than publicly listing recipients' e-mail addresses);
- All mass e-mails must be related to university business.