

# UC Davis Policy and Procedure Manual

## Chapter 310, Communications and Technology

### Section 18, Mass Electronic Messaging

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Responsible Department: Strategic Communications

Source Document: [University of California Electronic Communications Policy](#)

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#### I. Purpose

Mass electronic messaging provides a means to reach large populations of the campus community efficiently. UC Davis provides electronic communications systems for efficient distribution of information to the campus. The Electronic Communications—Allowable Use policy ([Section 310-23, Exhibit A, V.D.3](#)) identifies inappropriate mass electronic messaging as an abuse of University electronic communications (EC) resources. This section describes the policy and procedures for the appropriate uses of the EC systems for mass electronic messages on the UC Davis campus.

#### II. Scope

This policy applies to all use of University-owned or operated EC resources used for distribution of unsolicited communications to large groups of users.

#### III. Definitions

[Section 310-23](#) defines terms that are used in this policy. Some additional terms are defined here.

- A. Mass electronic messaging--includes any bulk electronic communication that is sent to 250 or more users. The communication may contain automated personalized elements and still qualify as mass electronic messaging.
- B. Mandatory list--a list maintained by campus units to distribute information specific to their members. A person becomes a member of a mandatory list by becoming a member of the specific campus unit. Campus units include, but are not limited to, classes, departments, colleges and schools, and Organized Research Units.

#### IV. Policy

- A. Allowable uses
  - 1. Use of EC systems for mass electronic messaging is restricted to communications from the University that comply with the Electronics Communications—Allowable Use Policy ([Section 310-23](#)) and that represent official University business.
  - 2. Mass electronic messages must not be sent except in the following circumstances:
    - a. Messages concerning emergency, health, safety, and welfare issues.
    - b. Messages pertaining to matters of Universitywide policy.
    - c. Messages of a timely nature having direct impact on an identifiable segment of the campus community, as determined by the approving authority as specified in IV.A.3, below.

- d. Messages designated to solicit feedback from a defined customer base as approved by the authority specified in IV.A.3 and the Institutional Review Board, Office of Research.
  - e. Messages to a mandatory list.
  - f. Messages to voluntary lists from which subscribers can easily opt-out.
3. Mass electronic messages require the approval of the appropriate authority or designee before the UC Davis EC system can be used.
- a. Mass electronic messages to the entire campus community must be reviewed and approved by the Chancellor or Provost & Executive Vice Chancellor.
  - b. Mass electronic messages to the entire campus community related to Information Technology infrastructure, services, or information/cyber security must be reviewed and approved by the Chief Information Officer and Vice Provost--Information and Educational Technology.
  - c. For mass electronic messaging to students, review and approval must be obtained from the Vice Chancellor--Student Affairs.
  - d. For mass electronic messaging to all staff, review and approval must be obtained from the Vice Chancellor—Finance, Operations, and Administration.
  - e. For mass electronic messaging to Senate and non-Senate academic personnel, review and approval must be obtained from the Provost & Executive Vice Chancellor or Chair--Academic Senate.
  - f. For mass electronic messaging to UC Davis alumni or donors, review and approval must be obtained from the Vice Chancellor—Development and Alumni Relations.
  - g. For mass electronic messaging to international students, scholars, and alumni, review and approval must be obtained from the Vice Provost—Global Affairs.
  - h. For mass electronic messaging to a college or school, the dean of that college or school must review and approve the electronic mass communications.
  - i. Mass electronic messaging to a campus unit must be reviewed and approved by the department head.

## V. Further Information

For additional information, contact [Strategic Communications](#), 530-752-1930.

## VI. References and Related Policy

- A. Office of the President: [University of California Electronic Communications Policy](#).
- B. UC Davis Policy & Procedure Manual: [Section 310-23](#), Electronic Communications—Allowable Use.