

UC Davis Policy and Procedure Manual

Chapter 310, Communications and Technology

Section 18, Mass Electronic Messaging

Date: 5/20/04

Supersedes: New

Responsible Department: Information and Educational Technology

Source Document: University of California Electronic Communications Policy

I. Purpose

Mass electronic messaging, as defined below, 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 UCD Electronic Communications Policy (Section 310-16, Exhibit A, V.D.3) identifies inappropriate mass electronic messaging as an abuse of University electronic communications (EC) resources. This policy addresses the appropriate uses of the EC systems for mass electronic messages on the UCD 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 310-16 defines terms that are used in this policy. Some additional terms are defined here.

- A. Mass electronic messaging--includes any unsolicited electronic communication that is sent to 250 or more users. Mass electronic messaging is an unsolicited communication.
- 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 UCD Electronics Communication Policy (Section 310-16) and that represent official University business.
 - 2. Mass electronic messages shall 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.
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 shall be reviewed and approved by the Chancellor or Provost & Executive Vice Chancellor.
 - b. For mass electronic messaging to students, review and approval shall be obtained from the Vice Chancellor--Student Affairs.
 - c. For mass electronic messaging to all staff, review and approval shall be obtained from the Vice Chancellor--Administration.
 - d. For mass electronic messaging to Senate and non-Senate academic personnel, review and approval shall be obtained from the Provost & Executive Vice Chancellor or Chair of the Academic Senate.
 - e. For mass electronic messaging to UC Davis alumni or donors, review and approval shall be obtained from the Vice Chancellor--University Relations.
 - f. For mass electronic messaging to international students, scholars, and alumni, review and approval shall be obtained from the Vice Provost--University Outreach and International Programs.
 - g. For mass electronic messaging to a college or school, the dean of that college or school shall review and approve the electronic mass communications.
 - h. Mass electronic messaging to a campus unit shall be reviewed and approved by the department head.

V. References and Related Policy

- A. Office of the President: University of California Electronic Communications Policy, 11/17/00.
- B. UCD Policy & Procedure Manual Section 310-16, Electronic Communications Policy.