Recommendations for the Use of Mass Email

The Brandeis University Mass Email system is a tool for requesting and disseminating messages through email. Mass emails are not authorized except as described herein. However, due to the nature of email, delivery of mass emails is not guaranteed.

The Mass Email System does not replace individual, school, or departmental address lists or mailing lists. These other methods are more appropriate for most announcements. The Mass Email System should only be used when a more limited mailing will not be adequate.

Purpose of these recommendations
This policy serves three purposes: (1) identifying who may request use of the Mass Email System; (2) addressing the appropriate purposes of the Mass Email System; and (3) explaining the approval and scheduling process for mass emails.

Limitations of the system
The Mass Email System is available for the sending of messages that relate to university work or typical university information, other than events. Events should be posted to the campus calendar at http://www.brandeis.edu/events/.

Who can use the system?
The Mass Email System is available to any University unit (department, office, center, etc.) or recognized University organization. No emails will be sent without approval.

Approval of Messages/Requests
Student-related messages are approved by the Senior Vice President for Students and Enrollment or his/her designated representative. Employee-related messages are approved by the Senior Vice President and Chief Operating Officer or his/her designated representative. Faculty-related messages are approved by the Provost or his/her designated representative. Messages to the entire University community must be approved by the Senior Vice President for Students and Enrollment, the Senior Vice President and Chief Operating Officer and the Provost or their respective designated representatives.

Required Message Format
1. A University unit or recognized organization requesting a mass email must supply a valid email address for the From email address. The From address must be a valid email address in the brandeis.edu domain.
2. No attachments are allowed to mass email messages. Messages should be brief. The message may refer to a web page with more detailed information.

Message Classification within the Mass Email System
There are three classes of mass email: Urgent, Formal Notice and Informational. The class of the message affects both the audience and the distribution schedule. The subject line of the message will indicate the selected class. Either URGENT:, FORMAL NOTICE:, or INFORMATIONAL: will appear as the prefix in the subject line according to the message classification.

Urgent Class
Urgent class is a category of mass emails reserved for highly important, time-sensitive campus emergency notices, such as security alerts. Messages in this class may be scheduled for immediate distribution as soon as properly approved. Urgent class messages are sent to all recipients designated by the University unit or recognized organization originating the email.

Formal Notice Class
Formal notice class is a category of mass emails reserved for highly important, non-emergency messages, such as federal reporting requirements or significant changes to university policy. Messages in this class are scheduled for off-peak distribution, after properly approved, between the requested run date and the expiration date of the message. There is no opt-out feature for recipients for this class of email. Formal notice messages are mailed to everyone designated as recipients by the University unit or recognized organization originating the email.

Informational Class
Informational class is a category of mass emails covering non-emergency messages related to University work or information, other than events. This may include non-emergency public safety advisories. Events should be posted to the campus calendar at http://www.brandeis.edu/events/. Messages in this class are scheduled for off-peak distribution, after properly approved, between the requested run date and the expiration date of the message.

Disclaimer
In making its Mass Email Service available for use under this policy to persons or groups other than University administrative units, the University assumes no obligation or responsibility for the activities of the person or group. Further, the University reminds all mass email requesters to be aware of and comply with University policies and applicable laws, including those concerning safety, libel, slander, defamation, and obscenity.

Appeals
A person whose request to use the Mass Email System is not approved may appeal that decision to the Senior Vice President/COO and Provost. All decisions shall be rendered promptly.