

PIEAS Bulk Email Policy

1.0 Purpose

Bulk e-mail, by definition, is unsolicited e-mail sent quickly in large quantities, and is recognized as an efficient, cost-effective, and environmentally-friendly use of technology for facilitating communication within PIEAS. Bulk e-mail messages can be sent to a mailing list e-mail addresses or a pre-defined target group prepared by CISD. The purpose of this policy is to provide for mass email at PIEAS that are accurate, concise, consistent and coordinated; to maximize efficiency of the Institute's email system; and to reduce the number of unsolicited email messages sent to faculty, staff and students, without unduly restricting the free flow of information on campus.

2.0 Scope

This policy applies to all faculty, staff, students, alumni and any other individual or groups who use PIEAS e-mail systems or addresses. This policy intends to reduce the number of unsolicited email messages sent to faculty, staff and students, without unduly restricting the free flow of information on campus.

3.0 Policy

3.1 Permitted Use of Bulk email

Bulk e-mail is appropriate for:

- Messages that directly relate to carrying out the business of the Institute.
- Messages that relate to changes in Institute policy or time sensitive issues.
- Messages that inform a select group of people (e.g. faculty, staff, students, members of a department, etc.) of an announcement or event related to their specific role within the Institute.

3.2 Misuse of Bulk email

Inappropriate use of Bulk Email includes, but is not limited to:

- Messages that are not in line with the mission of the Institute
- Messages that are personal in nature
- Messages those are commercial in nature with the exception of those messages that are in support of Institute business and are approved.
- Commercial advertising for merchants or service providers external to the Institute, except for notices of services and discounts arranged for members of the Institute community by the Institute.
- Solicitations for contributions, charities, or participation in personal activities not related to Institute purposes or not sponsored by the Institute.
- Solicitations for non-University businesses operated by University faculty or staff.
- Surveys or solicitations to members of the community selected on demographic characteristics, such as to selected groups or individuals identified as candidates for research subjects.
- Targeted audiences that might appear discriminatory or may appear to be infringement on privacy.

- Messages should not include offensive material, personal messages, Items for sale, jokes, Chain letters, pyramid schemes or make money fast schemes, unsolicited commercial email, and information of interest to only a small segment of the University community, political issues.

3.3 Guidelines for Bulk email

- Mass e-mail communications are expected to be targeted as much as possible to constituents who need to receive or who are most likely to respond to the intended message.
- Owners of officially maintained distribution groups may designate faculty and staff to send internal mass e-mail messages to specific segments of staff, faculty, students, or alumni.
- Mass e-mail communications are expected to be screened with available tools to help ensure the message will pass standard anti-spam filters.

3.4 Bulk-email Authorizations

This policy recognizes several different categories of mass email. Authorization to send bulk e-mail is automatically granted in the following cases:

1. Official Messages from the University Administration

Official messages may come from the University administration or its representatives, to be sent to the entire community or to subgroups, and to alert the community to substantial changes in governance, policy, or practice. Approved entities include Rector, Pro-Rector, Directors, Deans, Head of Departments/Divisions, Head Administration, Head Accounts Section are authorized to send messages to students, faculty, or staff, without any further approvals.

2. Emergency Email

In urgent or extraordinary circumstances, it may be necessary to send an emergency email to all members of the PIEAS community or to a specific constituency. Such circumstances might include an immediate threat to health and safety, property or research. Individuals wishing to send an emergency email must route their email through the approved entities. In case of an emergency, the email may be routed through the entities listed above.

3. Informational Messages for the Institute

Various offices or entities may request to send a mass email to a specific constituency on-campus. These organizations include student clubs, campus groups or associations, and departments. The email may be intended for one, several, or all constituencies on campus and must be pertinent to the shared interests of the particular community or communities receiving the message and adhere to the guidelines for distribution of mass email. The requests of this nature will be routed through approved authorities.

3.4 Protocol for email Message Composition

To promote institutional operating efficiency and network security, the following guidelines are intended to prevent degrading of e-mail services during working hours:

- **All email addresses, except that of the sender, must be concealed**, either as part of a concealed email list or by blind copying all recipients. By leaving email addresses exposed, sender surrenders the control of the list, making it easy to duplicate, and exposing recipients to the potential of undesired contacts.
- Messages must include within the text of the message contact information for the person, office or group sending the message. Minimally, the contact information must include a phone number and an email address.
- A bulk message should be brief, self-explanatory, clear, and concise, and should only be used for important messages relevant to all recipients.
- Preferably no attachments of any type are permitted with mass email. Not all recipients will have compatible software to read all attachments. The most efficient way to present additional information is to include a URL link in the text of the message. Sending attachments should be avoided as they take up more disk space and degrade server. If it is necessary to send attachments, the total message size should be under 2 MB.
- Messages should be composed in plain text only for accessibility and compatibility across the broadest range of email clients and devices. Messages composed in html also are more likely to be identified as spam and blocked or filtered by the mail client or server of some recipients.

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| Document Title | PIEAS Bulk Email Policy |
| Document Category | Policy |
| Scope of the Policy | This policy applies to all users of computing resources owned or managed by PIEAS. Individuals covered by the policy include (but are not limited to) PIEAS faculty and visiting faculty, staff, students, alumni, guests or proxies, external individuals and organizations accessing network services via PIEAS' computing facilities. |
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