



## GROUP E-MAIL POLICY

Policy #:	MC001.1
Policy Type:	University
Responsible Executive:	VPEM
Responsible Office:	OMC
Originally Issued:	May 9, 2009
Latest Revision:	April 24, 2023
Effective Date:	April 24, 2023

### I. Policy Statement

The University of Louisiana Monroe has implemented this group e-mail policy to improve the effectiveness of e-mail communications to students, faculty, and staff.

### II. Purpose of Policy

This policy has been implemented to ensure group e-mail communication is professional, clear, and relevant. Group e-mail is an efficient way to communicate university-related information to a large group of students, faculty and staff. However, when used improperly, the group e-mail system becomes an ineffective and unwelcome communication tool.

### III. Applicability

This policy applies to all e-mail users within the "ulm.edu" domain, including students, faculty and staff. The group e-mail lists are resources of the university and do not have an "opt out" option.

### IV. Definitions

Group e-mail – an e-mail distributed to a group of people using a designated e-mail address that is received by all contacts in that group.

Listserv (or distribution list) – the communication mechanism used to send a group e-mail.

### V. Policy Procedure

#### Usage

Users should send e-mails on their own behalf, and the content of a group e-mail sent is the responsibility of the owner of the address in the "From:" address line. Faculty and staff should not send group e-mails on a student's behalf (unless an RSO advisor is submitting on behalf of the RSO), nor should students send e-mails for faculty or staff. Please note that the moderator is unable to edit the e-mail in any way once it enters the queue, so e-mails should be free from all typos and errors.

The Office of Marketing and Communications is not responsible for incorrect information so all relevant information (e.g., dates, times, locations, titles, etc.) should be vetted for accuracy, approved where applicable, and correct upon submission. Additionally, the moderator reserves the right to deny any messaging deemed inappropriate for dissemination. If an e-mail is denied for any reason, a moderator will e-mail the sender with an explanation. Corrections, revisions, or redactions increase the number of communications received by recipients, so it is imperative that all content is correct in the first submission.

## Relevance and Timeframes

Group e-mail should be used to communicate with students, faculty, and staff about the university's educational services and business. Information sent must be related to the group being mailed. For example, an e-mail to all employees about changes in the academic calendar would be appropriate. Conversely, e-mailing information which only pertains to budget unit heads should go only to those specifically targeted employees. The following listservs are the most actively used:

ULMSTUDENTS Listserv	ulmstudents@ulm.edu
ULM EMPLOYEES Listserv	employees@ulm.edu
ULM FACULTY Listserv	faculty@ulm.edu
ULM OFFCAMPUS Listserv	offcampus@ulm.edu
ULM ONCAMPUS Listserv	oncampus@ulm.edu
ULM STAFFSENATELIST Listserv	staffsenatelist@ulm.edu
ULM UNCLASSIFIEDSTAFF Listserv	unclassifiedstaff@ulm.edu
ULM CLASSIFIEDSTAFF Listserv	classifiedstaff@ulm.edu

Regularly scheduled events should use other promotional methods, such as a departmental web site, AXIS TV, the [ULM Calendar](#), press releases developed in conjunction with the Office of Marketing and Communications, as well as advertising, to promote these events.

The timing of sending an e-mail should be taken into consideration. Persons planning to send an email are to allow up to 24 hours (or longer immediately prior to weekends/holidays) for messages to be reviewed. For example, an e-mail about a retirement reception for a faculty member should ideally be sent out 48 to 72 hours prior to the event. Sending an e-mail the morning of an event does not guarantee the e-mail will be approved in time. E-mails sent outside of normal business hours will not be approved until at least the following business day.

## Student Mass E-Mail on Behalf of RSOs

If a student wishes to send an e-mail to the campus wide listservs, they must do so through an employee, faculty member, or RSO advisor. Students, are required to submit their request to send a group e-mail to an employee or faculty member who will then review the content to ensure that the e-mail is representing the University/Department/Group properly and is appropriate and relevant for a specific listserv. The employee or faculty member will then submit the e-mail on behalf of the student.

## Subject Lines

A carefully crafted subject line is the key to increasing the chance the e-mail message will be opened and read as opposed to being deleted by the user. Subject lines should be concise and relevant, and should be able to convey the topic of the e-mail message.

Examples of good subject lines:

- "Invitation to Retirement Reception"
- "Friends of the ULM Library Book Sale"
- "Update on Campus-Wide ID Migration"
- "Changes in Academic Calendar"

Examples of poor subject lines:

- “Reception”
- “Books for Sale”
- “Migration Update”
- “Date Changes”

### **Signatures**

A signature line indicating the name of the sender and the department or office represented is required.

### **Forms and Surveys**

Forms and surveys embedded within a group e-mail should be in compliance the University’s [Data Security Policy](#).

### **Inappropriate messages**

Examples of unacceptable or inappropriate e-mail messages are as follows and will not be approved:

- Personal or commercial items for sale
- Lost and found items (these items should be reported to University Police)
- Departmental supplies available or needed
- Multiple reminders for events (one reminder is sufficient)
- Non-ULM related events

### **Spam and Junk Mail**

Not every e-mail sent via the ULM group e-mail system may be relevant to the person who receives it. Users are encouraged to delete e-mails that are not relevant. E-mail sent via the ULM group e-mail system is a service to communicate information to the ULM community as a whole and is not considered spam or junk mail. Information related to e-mail, spam, and phishing can be found [here](#).

### **Group E-Mail Tips**

- Follow the basics of providing the who, what, when, where and why of the message, as appropriate.
- Review the e-mail for spelling, grammatical errors, correct days/times/location, etc.
- Be brief and to the point as the message has a better chance of being read if the content of the message is quickly and efficiently displayed.
- E-mailing updates of daily follow-ups and/or committee meetings is not appropriate for all employees.
- Know the audience appropriate for the message. Does the e-mail need to be sent to all employees?
- Think in terms of what emails are received and actually read when receiving e-mail. Remember what is important to one person may be viewed as unnecessary e-mail to others.
- Subject lines should be clear about the contents of the message.
- Announce events in a timely manner, usually 48 to 72 prior to the event.
- Don't "Forward" or "Reply to All" with group e-mails. If a response is requested, reply directly to the sender only.

- Ask someone else to review the message before it is sent. This can reduce the need to send a second "correction" e-mail due to human or content error.

## VI. Enforcement

The policy will be administered and enforced by the Office of Marketing and Communications.

## VII. Policy Management

The VP for Enrollment Management and Communications is the Responsible Executive associated with this Policy. The Office of Marketing and Communications is responsible for the management of the policy.

## VIII. Exclusions

None

## IX. Effective Date

This policy will become effective upon the date signed by the University President.

## X. Adoption

This policy is hereby adopted on this 24th day of April 2023.

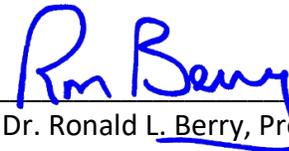
Recommended for Approval by:



Lisa Miller

VP for Enrollment Mgmt & Univ Relations

Approved by:



Dr. Ronald L. Berry, President

## XI. Appendices, References and Related Materials

ULM Calendar – <https://calendar.ulm.edu>

E-mail, Spam and Phishing – <https://www.ulm.edu/it/email-spam.html>

List of Established E-mail Groups – <https://www.ulm.edu/campus/mail-lists.html>

## XII. Revision History

Originally issued: May 9, 2009

Revised October 15, 2015

Revised April 24, 2023. Revisions include: the removal of certain criteria that are no longer relevant ("Plain Text, Graphics, and Attachments"; limitations for student mass e-mail "once a week"); changed name of office ("Office of Public Information" > "Office of Marketing and Communications"); updated procedures including the addition of a signature line requirement, a section on Forms and Surveys (crosslinked), greater emphasis on the importance of timeframes of submissions and accurate content, a list of the most actively used listservs, and a list of Group E-mail Tips.