Lamar State College Orange Mass Email Policy

1. **PURPOSE**: This policy provides guidance and guidelines for the distribution of mass emails to the LSCO community as campus announcements.

2. **SCOPE**: The purpose of this policy is to articulate Lamar State College Orange's position on mass email (bulk email) to distribute official messages to members of the LSCO community through CampusAnnouncements@lsco.edu. Mass email is considered any unsolicited, electronic mailing sent to the entire college community or to subgroups. This policy strikes a balance between the speed and ease of use (for the sender) of mass emails and the impact on the college community receiving unwanted / unrequested email messages. It applies to any individual, department, or organization (internal or external to the college) that sends mass email on behalf of the college.

3. **POLICY**:

   a. **Official Messages**: Official messages alert the college community to substantial changes in governance, policy, or practice; to immediate threats to health, safety, property, or research; to computer or telecommunications issues; to shared interests; etc. The college has the right to expect that official communications will be received and read in a timely fashion. To facilitate official communications, Information Technology will maintain the following mass email address groups:
      - students@lsco.edu
      - faculty@lsco.edu
      - staff@lsco.edu

   b. **Restrictions**: Mass emails to these addresses are restricted to official communications only. Individuals, departments, or organizations who need to send official mass emails to an address group must obtain approval of the VP or Dean of their department. Upon approval, the VP or Dean should send the message to CampusAnnouncements@lsco.edu with the following details:
      - Subject line
      - Indicate who should receive the message: faculty, staff and/or students
      - Include a requested date of delivery

      Except in emergencies, 2 working days' notice is required for mass email processing and delivery.

   c. **CAN-SPAM Act**: The CAN-SPAM Act sets the rules for email communications and spells out penalties for violations. Mass email messages from Lamar State College Orange fall within the jurisdiction of this act. Faculty, staff and students may not opt out of the mass emails, thus emails must comply with the CAN-SPAM Act. Among other restrictions, the CAN-SPAM

Act states that messages may not include solicitations for money (either direct contributions or to purchase a product or service).

4. **GUIDANCE**: The following guidelines will ensure that mass email groups remain a reliable means to disseminate official communications for the college and reduce unnecessary / unsolicited correspondence. Using best judgement and following these guidelines will ensure that campus announcements can be used effectively and efficiently.

   a. Images should be used to support the message, not replace it.
      - Vital information must be included in the text body for ADA compliance.
      - Images should be used in moderation. Ideally, images including text that is more than two sentences should be published to a web page and a link provided in the email.

   b. The information conveyed should contain significant news value. News that impacts a large number of people and may have a significant impact on the college community may be appropriate for mass distribution.

   c. Message format is important.
      - Include contact information for the individual, department, or organization in the message of the email. For example, "For more information, please contact…"
      - Messages should be clear and concise. Make additional information available via a web link in the text of the email to avoid lengthy messages.

5. **EXCEPTIONS**: In the event of a declared emergency, the following persons have immediate access through alerts@lsco.edu to send urgent updates:
   - President
   - Provost & Executive Vice President
   - Executive Vice President for Finance & Operations
   - Director of Marketing Communications
   - Executive Director of Campus Safety
   - Director of Safety & Security
   - Dean of Institutional Effectiveness and Educational Support
   - Assistant Vice President for Information Technology Services
   - Director of Human Resources