

SAP 61.99.99.T0.04 Use of Mass Email



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Procedure Statement

This Standard Administrative Procedure (SAP) establishes appropriate protocol for the use of mass email for employees of Tarleton State University (Tarleton or university).

Procedures and Responsibilities

1. GENERAL

Email is a tool for carrying out the mission of the university. It can be used to easily, quickly and effectively communicate with large groups of people. Recognizing the value of rapid communication to the university community, regularly refreshed mass email groups are established and a mailing mechanism maintained to enable authorized areas to reach large segments of the university community.

Official messages emanate from the university's administrative leadership. As such, mass email that has been authorized as an "official communication" should be received and read as any other official communication, since such communication may affect day-to-day activities and responsibilities.

In principle, email communications should be targeted as much as possible to those specifically affected. Individual units or groups are encouraged to create lists for sharing information.

2. REQUIREMENTS

2.1 Official mass email services are restricted to those messages that meet one or more of the following standards:

- provides essential information for the operation or execution of daily business and activities;
- notifies the campus community of significant events or changes in governance, policy and practice;
- alerts the campus community to situations around health and safety; or
- communicates important information from executive leadership.

2.2 Mass emails that do not meet these requirements of urgency and/or critical information (e.g. general departmental announcements about campus events) may use the weekly university digital digest/newsletter established for that purpose. Announcements in the digest are pulled from the University Calendar and should be added there.

3. APPROVED OFFICES

The following offices may mass email to all lists: *faculty, staff and student*.

- President's Office – Important university announcements, System announcements, university business, etc.
- Vice Presidents – Conveying critical information from an area in their divisions that affect substantial segments of the university community.
- Risk Management and Compliance – Campus closures, emergency information, weather alerts, etc.
- University Police – Safety and security matters.
- Information Technology Services – Critical computer system issues affecting university systems.
- Marketing and Communications – Important messages to the university community.
- Registrar's Office – Important announcements regarding registration, graduation, etc.
- Employee Services – Matters related to employment, benefits, payroll, and training.
- Business Services – Regarding Concur and Canopy outages.
- Purchasing – Regarding Buy A&M outages.

4. REQUESTS

Requests to send mass email of an urgent or critical matter for the university community to faculty, staff and student lists, and that are exceptions to the criteria listed about in Section 3, must have the endorsement of the appropriate vice president. Requests, upon approval by the appropriate vice president, may be submitted to Marketing and Communications, which will transmit messages meeting the criteria.

Related Statutes, Policies, or Requirements

[Tarleton Information Technology Standard Operating Procedure - Email Use](#)

Contact Office

Marketing and Communications
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