

SUBJECT: Broadcast Distribution of Electronic Mail	Effective Date: 08-24-11	Policy Number: 4-006.1	
	Supersedes: 4-006	Page 1	Of 3
	Responsible Authority: Vice Provost for Information Technologies & Resources		

DATE OF INITIAL ADOPTION AND EFFECTIVE DATE: 05-05-06

APPLICABILITY/ACCOUNTABILITY:

This policy applies to all members of the university community.

BACKGROUND INFORMATION:

Electronic mail can be an effective and timely tool to inform or alert members of the university community. However, broadcast electronic mail messages consume resources and in some cases may not be desired by the intended recipients. A policy is, therefore, necessary to clarify when broadcast electronic mail distribution is appropriate. This policy allows UCF executive offices to communicate with campus constituencies using electronic mail, while at the same time limits the number of broadcast messages sent and received through the campus network.

POLICY STATEMENT:

Authorization to distribute a broadcast electronic mail message may be granted only by the president, the provost, a university vice president, the UCF Police, the Department of News and Information, Information Technologies & Resources, or the UCF Office of Environmental Health & Safety. Broadcast electronic mail must be limited to messages that are timely and of great importance to the campus community.

DEFINITIONS:

Broadcast electronic mail. An email message that is addressed to all members of one or more major on-campus constituencies; e.g., all faculty members, all students, all staff members. Broadcast messages are sent by Computer Services & Telecommunications using email address lists extracted from university business systems. Such messages may include emergency or public safety information or other content of similar significance.

Routine campus event and meeting notices, office newsletters, speaker announcements, and messages on behalf of non-university entities are not eligible for broadcast email distribution.

Good Morning UCF. A daily electronic newsletter containing a summary of the day's events and announcements that is sent to students and faculty and staff members each evening. Links to webpages describing how to submit event notices and announcements can be found at the end of this policy. Good Morning UCF may be used for all legitimate university business related events and announcements.

PROCEDURES:

Broadcast electronic mail messages may be directed to any or all of the following constituencies: students, faculty members, and staff members. Broadcast messages should be sent only to the specific constituencies for whom the content of the message is relevant. Except in the case of emergencies or other information of great importance to the campus community, each individual broadcast message may be distributed one time only.

The procedure for sending a broadcast electronic mail message is as follows:

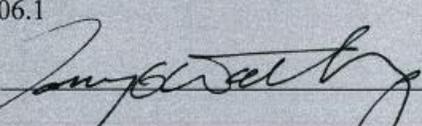
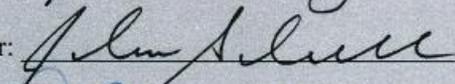
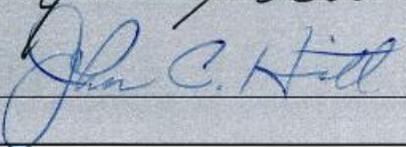
- (1) Compose the exact wording of the message to be emailed in plain text (upper and lower case text only). The message should be carefully proofread, be concise, and observe customary email etiquette. Messages will be sent exactly as received; Computer Services & Telecommunications is not authorized to modify the text of a message. Broadcast electronic mail messages may not include attachments; however, they may include URLs directing the reader to appropriate websites.
- (2) Identify the specific constituency or constituencies; e.g., faculty members, staff members, students, to which the message should be sent and the date the message should be received.
- (3) Include a subject line, identification of the person and the office from which the message is being sent, and the name or office of the authorized university official who approved the message.
- (4) Send the message via email to campusnews@pony.cc.ucf.edu. Please note that broadcast electronic mail will generally be processed during off-peak hours

(nights or weekends) except in special cases where immediate distribution is necessary. To have an urgent or immediate broadcast email message released, please add the broadcast email administrators (campusemail@listserv.cc.ucf.edu) to the request so that the staff members are notified to process the mail sooner than at the end of business.

Campus offices or organizations wishing to use electronic communications to send announcements or event information to campus constituencies are encouraged to use the Announcements and Events feature of the university website. Announcements can be submitted online by authorized UCF faculty and staff members using the My Organization feature of the main UCF website at <http://www.ucf.edu/myorganization>. Announcements submitted through My Organization are collected every evening and sent through the Good Morning UCF electronic newsletter to faculty and staff members and students. Events can be submitted online using the UCF Events system at <http://events.ucf.edu>.

University offices are permitted to maintain and use their own email distribution lists to communicate with on- or off-campus constituencies; however, messages addressed to more than 1,000 recipients must be sent between the hours of 4:00 p.m. and 7:00 a.m. weekdays or on Saturday or Sunday to minimize the impact on campus electronic mail processing resources.

INITIATING AUTHORITY: Provost and Executive Vice President

POLICY APPROVAL (For use by the Office of the President)	
Policy Number: 4-006.1	
Initiating Authority: 	Date: 8-30-11
Policies and Procedures Review Committee Chair: 	Date: 8-29-11
President or Designee: 	Date: 8/30/11