

SUBJECT: Broadcast Distribution of Electronic Mail	Effective Date: 5-5-06	Policy Number: 4-006	
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	Responsible Authority: Vice Provost for Information Technologies & Resources		

APPLICABILITY/ACCOUNTABILITY:

This policy applies to all members of the university community.

GENERAL POLICY:

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 the use of broadcast electronic mail distribution is appropriate. This policy is intended to maximize the opportunity for UCF executive offices to communicate with campus constituencies using electronic mail, while at the same time limiting the number of broadcast messages sent and received through the campus network.

DEFINITIONS:

Broadcast electronic mail. A broadcast electronic mail message is one that is addressed to all members of one or more major on-campus constituencies (e.g., all faculty members, all students, all staff). Broadcast messages are sent by Computer Services using e-mail address lists extracted from university business systems.

Good Morning UCF. An electronic newsletter that is built into the main UCF Web site, allowing authorized offices to submit announcement and event notices for listing on the UCF Web announcements and events calendar and also summarized, along with other announcements and events, into a single broadcast e-mail message that is sent to faculty, staff, and students each evening.

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, 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. Such messages may include emergency or public safety information, or other items of similar significance. Routine campus events, meetings, office newsletters, and messages on behalf of non-university entities are not eligible for on-campus broadcast distribution.

Broadcast electronic mail messages can be directed to any or all of the following constituencies: students, faculty, and staff. 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, individual broadcast messages may be distributed one time only.

PROCEDURES:

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

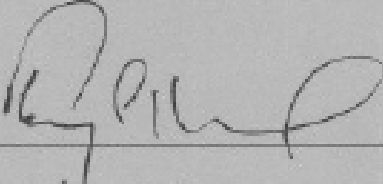
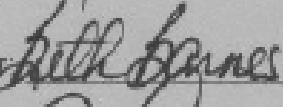
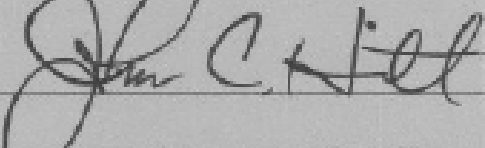
- (1) Compose the exact wording of the message to be e-mailed. Identify the specific constituency or constituencies (e.g., faculty, staff, students) to which the message should be sent and the date the message should be received.
- (2) Each broadcast e-mail message must include a subject line, identification of the office from which the message is being sent, the telephone number and e-mail address of a contact person, and the name or office of the authorized university official who approved the message.
- (3) The message should be composed in plain text (upper and lower case, with no special fonts or graphics) and submitted via e-mail to campusnews@pegasus.cc.ucf.edu. Broadcast electronic mail messages may not include attachments; however, they may include URLs pointing to appropriate Web sites.
- (4) The message should be proofread carefully, be concise, and observe customary e-mail etiquette. Computer Services is not authorized to modify the text of a message; messages will be sent exactly as received.

- (5) Indicate the date on which the mailing should be received by its intended audience. Please note that broadcast electronic mail will generally be processed during off-peak hours (nights or weekends) except in cases where immediate distribution is necessary.

Other 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 Web site. Announcements and events can be submitted online by authorized UCF faculty and staff using the MyOrganization feature of the main UCF Web site at <http://www.ucf.edu/myorganization>. Announcements and events submitted through MyOrganization are collected every evening and sent through the Good Morning UCF electronic newsletter to faculty, staff, and students.

University offices are permitted to maintain and use their own e-mail 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	
Initiating Authority: 	Date: 7/27/06
Policies and Procedures Review Committee Chair: 	Date: July 18, 2006
President or Designee: 	Date: 7/31/06