

# THE UNIVERSITY OF SCRANTON

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Originally Issued: 2/27/06  
Revised: 02/24/2023

Approved

## POLICY FOR DISTRIBUTING BROADCAST EMAIL

### REVISIONS 2023

#### I. Policy Statement

1. Only recognized University departments or governance bodies can request mass e-mail services. Clubs, organizations and individuals are not eligible to send mass e-mail and should instead direct electronic information requests to Royal News, My.Scranton, Royal Syn, Facebook and other social media.
2. Authorized departments should request mass e-mail only to distribute critical University information concisely (a few paragraphs).
  - Only one message per topic will be sent.
  - Requestors should allow a minimum of one day for approval and processing.

- Requests should not have attachments or should a message be ONLY an attachment.
- If requests include a link, it is strongly recommended that links be limited to internal University webpages with outside links provided as text only.
- b. Emergency notifications (same day requests) include but are not limited to:
  - University-wide cancellations or office closures due to inclement weather
  - Critical incident on campus (e.g. fire or other emergency)
  - Significant University news or announcement

#### II. Reason for Policy

Non-essential use of broadcast e-mail invokes important concerns and challenges. These include:

- complaints from faculty, staff and students;
- diluting the effectiveness of e-mail as a communication tool for essential information, which might then be viewed as spam;
- degrading system performance;
- occupying available staff time to respond to last-minute requests;
- compromising efforts and resources that are currently invested in promoting Royal News and My.Scranton as the campus' primary electronic communication vehicles and
- underutilizing other more appropriate targeted communication means such as Facebook, Royal Syn and other social media.

The University therefore limits the extent to which messages are sent to the entire University community to significant subsets of it in order to maintain the performance and integrity of campus e-mail.

#### III. Entities Affected By This Policy

The Policy for Distributing Broadcast Email guides the use of mass e-mail to students, faculty or staff from @scranton.edu.



## IX. Procedures

1. Authorized departments requesting mass email of critical University information should send messages to the appropriate Mass Email list as