

Policy on Mass Electronic Communications

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PURPOSE

Missouri S&T recognizes the need and desire for campus members to send electronic communication, both critical and general, to various groups on campus. The university is also aware of the need to protect the privacy of the campus community and to ensure that mass electronic communications to on-campus recipients are essential, logical and relevant to its academic mission.

Missouri S&T also recognizes special instances when sending mass email to off-campus groups is needed. When this is necessary, the sender must understand the dual role the university plays in the global online community, not only as an educational institution but also as an Internet Service Provider (ISP). Unless special precautions are taken, these communications may be viewed as being transmitted from an ISP and not from an educational institution. This could result in negative ramifications - from violations of best practices to violation of law.

Obtaining consent from a prospect or supporter before sending a marketing message serves as the foundation of an ongoing online relationship with supporters and is a key concept for understanding spam legislation.

The university must exercise appropriate control over electronic communications so that it may provide the best reputation management, delivery monitoring and limit unsolicited email messages.

SCOPE

This policy on the use of mass electronic communication and mass e-mail applies to all members of the campus community (all students, faculty and staff). The mass electronic communication policy is not meant to interfere with the ability of an instructor to establish communication with students in a class.

MASS COMMUNICATION/EMAIL POLICY

Requests to contact a group of university or non-university individuals on any one subject constitutes a mass communication.

Due to the delicate nature of contact and reputation management, it is necessary to maintain all individual contact data in a single, secure system. The Office of Electronic Marketing Communications manages this contact data system - the university master email contact list - and therefore is responsible for all mass-contact management. All electronic mass communication efforts, including surveys, are to be coordinated through EMarComm.

Adding any contact information obtained from or included in any university database into any other system for the purpose of contact is strictly prohibited.

EMarComm will determine the appropriate frequency and volume of email sent to alumni and official university constituents, and retains the right to limit the number, frequency and length of email communication, and to combine mailings as appropriate or necessary.

EMarComm will also review each message/survey for consistency with the university's branding, editorial policies and consistency with the university's overall marketing messages.

SURVEY POLICY

In September of 2009, Missouri S&T obtained a license for the online survey system "Qualtrics." Since loading contact data into any system outside of the university master list is not allowed, EMarComm is responsible for managing this online tool. Email and other contact information should never be imported into this tool. Requests to send surveys need to follow the same guidelines as requests to send mass emails (see Procedure).

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EMarComm will also review each message/survey for branding consistency and message.

PROCEDURE

EMarcomm will evaluate each request as received and coordinate with the appropriate division responsible for the specific contact list, based on the nature of the request.

Requests for student mailings will be directed through the Office of the Registrar. Requests for Alumni mailings will be directed through the Director of Advancement Services for Alumni Data. Faculty and Staff mailings will be directed through the Office of Human Resources when necessary.

COMPLIANCE

Any member of the campus community, who uses an electronic communications connection through Missouri S&T, whether from on-campus or remotely from off-campus, must comply with this policy.