Mass Email Approval

POLICY STATEMENT

Cornell University employs consistent procedures for notification and processing of mass electronic mailings to the following constituencies: faculty, staff (academic and non-academic), students, parents of undergraduate students, and alumni. The university expects anyone sending mass emails to any or all of these constituencies, or to a substantial portion of any of these constituencies, to do so in accordance with the procedures outlined in this document.

REASON FOR POLICY

The university must exercise appropriate control over electronic communications so that it may protect constituent privacy, brand equity, and domain integrity. Toward that end, the university manages the approval of mass email messages and provides guidance for message content.

ENTITIES AFFECTED BY THIS POLICY

☑ Ithaca-based locations

☑ Cornell Tech campus

☐ Weill Cornell Medicine campuses

WHO SHOULD READ THIS POLICY

– Individuals interested in mass electronic mailings, and those wishing to send them.

MOST CURRENT VERSION OF THIS POLICY

– https://www.dfa.cornell.edu/policy/policies/mass-email-approval

POLICY 5.2

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CONTENTS

Cornell Policy Library
Volume: 5, Information
Technologies
Responsible Executive: Vice
President for University
Relations
Responsible Office: Strategic
Communications
Originally Issued: January 9,
2003
Last Full Review: October 25,
2019
Last Updated: November 7,
2019

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RELATED RESOURCES

University Policies and Information
University Policy 4.12, Data Stewardship and Custodianship
University Policy 5.1, Responsible Use of Information Technology Resources
University Policy 8.3, Emergency Planning
Campus Code of Conduct
Code of Academic Integrity
Cornell University Emergency Management Website
Cornell University Emergency Operations Plan
Emergency Support Function (ESF) #17b: COMMUNICATIONS: INCIDENT RESPONSE

CONTACTS

Direct any general questions about this policy to your college or unit administrative office. If you have questions about specific issues, contact the following offices.

Contacts, Ithaca-Based Locations and Cornell Tech

Subject	Contact	Telephone	Email/Web Address
Policy Clarification	Vice President for University Relations	(607) 255-9029	vp-univrelations@cornell.edu
Alumni Constituency	Vice President for Alumni Affairs and Development	(607) 255-5142	alumniaffairs@cornell.edu
Computers and Network Systems	Chief Information Officer and Vice President for Information Technologies	(607) 255-7445	www.cio.cornell.edu
Faculty Constituency	Dean of the Faculty	(607) 255-4843	deanoffaculty@cornell.edu
Staff Constituency	Vice President and Chief Human Resources Officer	(607) 255-3621	vp_of_hr@cornell.edu
Student and Parents of Undergraduate Students Constituencies	Vice President for Student and Campus Life	(607) 255-7595	vpscl@cornell.edu

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DEFINITIONS

These definitions apply to terms as they are used in this policy.

Constituency	One of the following six groups of university individuals: faculty, faculty emeritus, staff, students, parents of undergraduate students, or alumni.
Emergency Mass Email	An email that requires very prompt distribution and conveys information that affects life or safety.
	◆ Note: Emergency mass emails are handled through the university's emergency communications system.
Mass Email	A non-emergency email directed to the entirety or substantial portion of any or all of the following constituencies of the university: faculty, staff (academic and non-academic), student, parents of undergraduate students, and alumni.
Unit	A college, department, program, research center, business service center, or other operating unit.
Unit Electronic Mail Manager	The individual responsible for coordinating and disseminating electronic mail messages within a unit.

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RESPONSIBILITIES

The major responsibilities each party has in connection with this policy are as follows:

Dean of Faculty	Optionally, consult with the office of the vice president for university relations in advance of sending mass emails.
	Approve and instruct the unit electronic mail manager to disseminate mass emails to faculty and faculty emeritus.
Unit Electronic Mail Manager	Disseminate mass emails for their units, after all approvals have been obtained.
Unit Head	Designate an individual to serve as the unit electronic mail manager.
Vice President for Alumni Affairs and Development	Consult with the vice president for university relations on mass emails to alumni.
	Approve and instruct the unit electronic mail manager to disseminate mass emails to alumni.
Vice President and Chief Human Resources Officer	Consult with the office of the vice president for university relations on mass emails to staff.
	Approve and instruct the unit electronic mail manager to disseminate mass emails to staff.
Vice President for Student and Campus Life	Consult with the office of the vice president for university relations on mass emails to students and parents of undergraduate students.
	Approve and instruct the unit electronic mail manager to disseminate mass emails to students and parents of undergraduate students.
Vice President for University Relations	Review and approve mass emails prior to their dissemination.
	Authorize and effect the sending of mass emails on behalf of the president and provost.
	Authorize and effect the sending of mass emails to multiple constituencies, as appropriate.

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PROCEDURES

Introduction

Mass email communications are considered to be either emergency or non-emergency. Emergency mass emails, which are described on the Emergency Management website (see Related Resources), are disseminated through the university's emergency communications system, and not covered by this policy.

This policy prescribes the standard method of approval for individuals who wish to send non-emergency mass email messages (hereinafter referred to as "mass emails").

◆ **Note:** Sending a mass email message following the procedures contained in this policy does not guarantee delivery of the message. Use of university approved enterprise level tools will increase the likelihood of electronic delivery.

All members of the university community are subject to the approval procedures contained herein, except for the president and provost, who will work directly with the vice president for university relations to approve and send mass emails.

Mass emails are those emails distributed to one or more constituency (or a substantial portion of any constituency).

The constituencies for mass emails covered by this policy are as follows:

- faculty,
- faculty emeritus,
- alumni,
- staff,
- students, and
- parents of undergraduate students.

◆ **Note:** When appropriate, unit or individual data custodians must provide approval for the use of the constituency lists, as detailed in University Policy 4.12, Data Stewardship and Custodianship (see Related Resources).

Unit Electronic Mail Manager

Each unit is expected to have an individual or individuals, designated by the unit head, to send emails on behalf of the unit. Depending upon the size and structure of the unit, this individual may be a communications specialist with this duty written into the position description, or an individual who performs this action as a routine administrative duty.

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PROCEDURES, continued

Message Approval

Mass Email

Anyone wishing to send a mass email to one or more constituency must do the following (regardless of tool(s) used):

1. Send the request to the appropriate approvers for those constituencies (see Table 1).

2. The approver(s) will decide whether the mass email message is appropriate for distribution to that individual's constituent population.

3. The approver(s) will consult with the vice president for university relations regarding the content of the message, timing, and audience segments

   ◆ **Note:** For messages to the faculty constituency, the dean of faculty is not required to consult with the vice president for university relations on message content.

4. The approver(s) will notify the unit electronic mail manager that the email has been approved and reviewed by the vice president for university relations.

5. Once notified by the approver, the unit electronic mail manager is authorized to process and disseminate the message; copying the approver(s).

◆ **Note:** When appropriate, mass emails to multiple constituencies may be sent by the Office of the Vice President for University Relations.

◆ **Note:** Message content for regular and recurring transactional messages sent in the course of routine university business (e.g., bursar billing notices) does not require individual review. However, planned timing for these messages must be shared by the unit with the vice president for university relations for coordination with other mass emails.

Table of Mass Electronic Mail Constituents

Constituency or Constituencies	Approver
Faculty and Faculty Emeritus	Dean of the Faculty or designee
Alumni	Vice President for Alumni Affairs and Development or designee
Staff	Vice President and Chief Human Resources Officer or designee
Students	Vice President for Student and Campus Life or designee
Parents of Undergraduate Students	Vice President for Student and Campus Life or designee

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