

Mass Email Distribution

Mayville State University's policy on distributing mass email to students, faculty, and staff.

1. The distribution of mass email to MSU students is restricted to the President's Office, President's Cabinet, Information Technology Services, Student Senate President, and critical contacts approved by the CIO in consultation with the VPAA and/or VPSA.
2. All mass email must be accessible. Emails must contain a text representation or "alt text" for any images contained within the email.
3. Any system outside of MSU's adopted email system that is used to send unsolicited mass email to MSU students, faculty, or staff must 1) be approved by the CIO and 2) send mail from an @mayvillestate.edu email address.
4. Distribution of email to smaller, targeted distribution lists is permitted, provided it is not a means to circumvent this policy.
5. A suggested email alternative should be used whenever practical.

Suggested Email Alternatives:

1. Events should be placed on MSU's event calendar.
2. Communication to students should be placed on the MSU mobile app.
3. Announcements should be placed on SharePoint.
4. News-worthy announcements should be placed on MSU's public website.

Reference:

NDUS Policy [1901.2](#) / Procedure [1901.2.3.2](#)

Established: Fall, 2016

Sponsors: Chief Information Officer and Vice President for Academic Affairs