



Fullerton College

FULLERTON COLLEGE, ACADEMIC COMPUTING TECHNOLOGIES

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CORRESPONDENCE

To:

From:

Date:

Subject: Mass E-mail Guidelines

The Technology working group of the PCC met on 3/25/03 and proposes the following Guidelines relative to the distribution of mass e-mails.

Definition: Mass e-mail: An e-mail to be delivered to a large number (>50) of users or to an entire campus population.

Spam: Unsolicited e-mail usually sent to a large number of people whose content is of little or no interest to the recipient.

Summary overview

The working group recommends a 3 pronged approach.

- 1) Delineate by category those issues which justify a direct mass mailing through existing conduits.
- 2) Begin a periodic (e.g. weekly) indexed information distribution which provides a link to details for those interested in a particular item.
- 3) Use list serve lists for other approved mass e-mails which allow individuals to unsubscribe if they have no interest in receiving said distributions (or subscribe if they want to be on the distribution list).

There was general consensus from the group that mass e-mails were becoming a greater and growing problem. While budget and other considerations have made mass electronic communication more attractive, the unbridled growth in this has resulted in recipients being inundated with items of little or no value or use to them while obscuring important information. Also, when a mailbox becomes full new items are lost. One institution refers to the problem as “occupational spam”. The following recommendations are focused on avoiding the problems while encouraging effective use of electronic communication.

Mass mailing guidelines (To apply to those having access to mass distribution lists)

Campus-wide

- Crisis/urgent announcements: bomb or terrorist threat; natural disaster alert; mechanical failures; weather closures or delays; crime alerts.

- Logistics announcements: construction closures; traffic routing; environmental alert notices, network maintenance.
- Major announcements of campus-wide importance that are time critical.

Faculty

- Faculty governance announcements that must be communicated quickly.
- Major policy or procedure changes that must be communicated quickly.

Classified

- Policy or procedure updates that are time sensitive.
- Financial or administrative deadlines that are time critical.
- Administrative announcements of campus-wide importance that are time critical.

Students

- Policies, procedures, deadlines or related changes that are time sensitive.
- Administrative deadlines that are time sensitive.

Indexed information distribution.

A periodic information distribution which briefly outlines and information item and provides a link to the full announcement or flyer.

This mechanism would allow organizations to submit an information item and associated index to a specified location either on the web, or on the campus shared drive. The associated indexes would then be combined into a mass e-mail which would be distributed to faculty and staff. The recipients could scan the index and access the full details for those items of interest. One such format is illustrated below.

News of the week:

- Open house in PCRA for alumni in April
- New courses available through Faculty Development
- ACT to upgrade server during Spring Break
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Open House for PCRA. On April 18th the Fullerton College Foundation will host a special open house for distinguished alumni. Nominations are welcome. See current invitees.

<http://Alumniopenhouse.fullcoll.edu/item1>

New faculty development courses. In conjunction with NEW IDEAS corp. Faculty development is pleased to announce both in-house and reduced fee courses available to all faculty and staff....

<http://FacDevnewcourses.fullcoll.edu/item2>

ACT server upgrade: During spring break ACT will upgrade the student server. Several new services will become available. Existing services will continue to function

<http://ACT-server-upgrade.fullcoll.edu/item3>

Listserv: A list server is an electronic distribution mechanism which allows an e-mail to be sent to a named list that represents a set of individual e-mail addresses. That list can represent a special interest group, or an entire population. The listserv provides a mechanism by which individual recipients can cause themselves to be deleted from the list if they have no interest in the particular subject area. Additionally, if permitted by the list owner, individuals may subscribe to the list. A benefit of the list serve mechanism is that it makes it relatively easy to have lists which contain both campus e-mail addresses as well as off-campus e-mail addresses thereby reaching a mixed audience with a single list.

Practices to be avoided:

- Violating District or Campus acceptable use policies.
- Forwarding e-mails with long historical trails (previous correspondences).
- Forwarding e-mails which contain voluminous e-mail addresses in the body(e.g. when forwarding an e-mail with a large exposed distribution list).
- Turning a mass e-mail into a chat session.
- Responding to the entire list instead of just the sender.
- Sending attachments in a mass e-mail.
- Sending chain e-mails (e.g. read this and send to 10 friends).
- Sending instructions or warnings about viruses or virus removal (these should only come from the computing support organizations).