

University of Montevallo

Global & Targeted Group Email Guidelines

Given that email is the official medium for University communication with faculty, staff, and students, the University is committed to maintaining effective and streamlined electronic communication channels. Efficient use of the campus electronic mail system would free faculty, staff, and students from unnecessary or burdensome electronic communication and allow all groups to focus on the most pertinent and necessary campus information to promote a successful learning and/or work environment. There are two types of campus group email categories, global and targeted; the uses of each are defined below.

Global Email Addresses

In order to successfully implement a streamlined campus communication system, the University will employ the following global email groups.

- broadcast@montevallo.edu (includes all University email addresses)
- faculty@montevallo.edu (includes all full-time & adjunct faculty members)
- staff@montevallo.edu (includes all University staff members)
- students@montevallo.edu (includes all current student email addresses in the University email system)

Under the direction of campus governance, the IT department will set limits for those who are allowed to use the global email addresses. The following individuals or groups will be allowed to send global email messages without prior approval.

- University Leadership at the vice president or division head level or above
- University Registrar (regarding registration and scheduling matters that affect the campus as a whole)
- University Relations (official University-wide notifications)
- University Police (for threats to campus security)
- Emergency Notification System (weather, etc.)

Beyond these specific exceptions, global email addresses will only be used in a limited capacity and **must be approved** by the assigned vice president, division head, or his or her designee according to the University of Montevallo organizational chart.

Purpose and Function of Global Email Addresses

broadcast@montevallo.edu

Broadcast emails will go to all active University email accounts. Programs, units, or departments may send **approved** broadcast emails that are relevant to the University Community, as a whole.

faculty@montevallo.edu

Faculty emails will go to all active University employees designated as full-time, part-time, or adjunct faculty. Programs, units, or departments may send **approved** faculty emails that are relevant to the Faculty Community, as a whole.

staff@montevallo.edu

Staff emails will go to all active University employees designated as full-time or part-time staff. Programs, units, or departments may send **approved** staff emails that are relevant to the Staff Community, as a whole.

students@montevallo.edu

Student emails will go to all currently enrolled University student email accounts. (Current students will be defined as students who were enrolled in classes in the previous two regular semesters or are enrolled for the upcoming semester.) Programs, units, or departments may send **approved** student emails that are relevant to the Student Community, as a whole.

Appropriate Use of Global Email Addresses

In order to maintain legitimacy of the electronic mail system, global email addresses should only be used in cases where the email has a clear and relevant purpose to the global community to which it is being sent. As such, the email should be helpful to the group, as a whole, not just the sender and/or a small group of recipients. If a message does not meet this standard and utilize the guidelines below, it should be communicated through a medium other than the campus email system. Alternative communication methods will be provided.

Pre-approved senders can deliver global emails that do not require approval to campus communities for the following purposes:

1. Alert the campus community to an emergency situation
2. Provide information about situations that would substantially alter the normal operation of the University (ex. Weather-related class delays or closings and large-scale, University-wide events)
3. Information that is immediately timely relating to academic or campus community life that is important to significant portions the global community. (e.g. registration and deadlines)

Emails with any of the following should NOT be delivered through global email addresses (broadcast, faculty, staff or students):

- More than 200 words (if additional wording is necessary, a webpage may be linked to the email)
- Public debate or personal opinion
- Political statements or endorsements
- Lost or found items (lost and found items should be reported to the University Police or the Student Life Office)
- Items for purchase/rent/giveaway or items sought for purchase/rent/giveaway
- Advertisements, announcements or promotions for outside organizations or non-University related events or interests
- Advertisements, announcements or promotions for university-related events or interests (unless it is a traditional, campus-wide event, like Founders' Day or Homecoming) because they can be advertised effectively via other means.
- Attachments (Web addresses for download may be included, as long as documents are ADA compliant.)
- Fundraisers, raffles, contests or other related items
- Recruiting content for special interest groups
- Announcements for special interest groups that may be considered unsolicited SPAM by the greater campus community

Targeted Email Addresses

In order to successfully implement a streamlined campus communication system, the University will employ the following targeted email groups.

- College-level email groups CAS, COB, COE, CFA@montevallo.edu
- Department/division-level email groups ART, ATHL, BCM, BSS, COMM, CSD, ENFL, GNST, HHS, HNRS, MUS, TLT, THEA@montevallo.edu
- ***Please note, these are examples. If any of these are already in use, new groups will be created for the targeted emails.*

Targeted email groups include all faculty, staff, and current students in these units (students will be included in areas relevant to their major and minor and current students are defined as those who were enrolled in classes in the previous two regular semesters or are enrolled for the upcoming semester).

Under the direction of campus governance, the IT department will set limits for those who are allowed to use the target email addresses. The following individuals or groups will be allowed to send target email messages without prior approval.

- University Leadership at the vice president or division head level or above
- The ranking administrator for the targeted unit or his/her designee
- University Registrar (regarding registration and scheduling matters that affect the unit as a whole)
- University Police (for threats to building security)

Beyond these specific exceptions, targeted email addresses will only be used in a limited capacity and **must be approved** by the ranking administrator or his or her designee according to the University of Montevallo organizational chart. All messages being sent to Targeted Email Groups should be ADA compliant, including all attachments.

Purpose and Function of Targeted Email Addresses

College-level Groups

College-level emails will go to all faculty, staff, and current students in these colleges. Programs, units, or departments may send **approved** targeted emails that are relevant to the College Community, as a whole.

Department or Division-level groups

Department or Division-level emails will go to all faculty, staff, and current students in these colleges. Programs, units, or departments may send **approved** targeted emails that are relevant to the Department or Division Community, as a whole.

Appropriate Use of Targeted Email Addresses

In order to maintain legitimacy of the electronic mail system, targeted email addresses should only be used in cases where the email has a clear and relevant purpose to the targeted community to which it is being sent. As such, the email should be helpful to the group, as a whole, not just the sender and/or a small group of recipients. If a message does not meet this standard and utilize the guidelines below, it should be communicated through a medium other than the campus email system. Alternative communication methods will be provided.

Pre-approved senders can deliver emails that do not require approval to targeted campus communities for purposes of relevance to the unit as a whole.

Emails with any of the following should NOT be delivered through targeted email addresses:

- More than 200 words (if additional wording is necessary, a webpage may be linked to the email)
- Public debate or personal opinion
- Political statements or endorsements
- Lost or found items (lost and found items should be reported to the University Police or the Student Life Office)
- Items for purchase/rent/giveaway or items sought for purchase/rent/giveaway

Alternative Approved Methods for Information Dissemination

Faculty, staff and current students will be provided with two alternative methods for electronic communication. These methods are as follows:

1. ValloVoice—Publishes faculty, staff, and student happenings/highlights and University-related events
2. University Digest—Publishes any electronic traffic that might be relevant to the University that is not eligible to be transmitted to email groups.

ValloVoice

The ValloVoice is a weekly email published by University Relations that features special events on campus and the achievements of faculty, staff, and students. Information for the ValloVoice should be submitted directly to University Relations.

University Digest

The University Digest is an email published daily, Monday – Friday, by IS&T that features any University happening or event.

Examples of items that may be included in the University Digest are as follows:

- Advertisements, announcements or promotions for outside organizations or non-University related events or interests
- Advertisements, announcements or promotions for University related events or interests
- Fundraisers, raffles, contests or other related items
- Recruiting content for special interest groups
- Announcements for special interest groups

Students, faculty, and staff may submit items to the University Digest through the submission form on the Montevallo website. The University Digest will be distributed through email at noon each day. All information for the University Digest must be received by 8 a.m. on the day that the University Digest will be published.