



## Ohio Administrative Code Rule 3344-7-07 Mass e-mail messages.

Effective: June 2, 2014

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(A) A "mass e-mail" is defined as an e-mail addressed to all CSU e-mail accounts, or to one or more of the following groups: all faculty, all staff, and/or all students. It is important to note that sending a message to members of a club, organization, a group of students or a department or college's staff does not constitute a mass e-mailing.

(B) The CSU e-mail system provides the capability to communicate rapidly and widely to internal audiences through mass or broadcast e-mail. Many consider the use of mass e-mails as spam, so this method of communication shall be used carefully and conservatively to maximize the impact of important messages.

(C) It is strongly recommended that before choosing a mass e-mail transmission, an employee, a department or campus organization shall first consider using the university's weekly electronic bulletin to distribute electronic messages widely. Once a week, the university posts a message to a web-accessible bulletin board and distributes it at least once in a mass mail digest to students, faculty or staff, or to all three groups.

(D) Mass e-mails shall only be used to communicate information that affects a large number of faculty, staff, and/or students.

(E) All mass e-mails shall first be approved at the university vice-presidential level. Thereafter, approved mass e-mails shall be forwarded to the "IS&T" help desk at [help.desk@csuohio.edu](mailto:help.desk@csuohio.edu).

(F) Mass e-mail content guidelines:

(1) Crisis/urgent/emergency announcements such as threats to safety, natural disaster alert, mechanical failures, weather closures or delays, crime alerts, and computer virus alerts.

(2) Strategic messages from the president, provost or vice president.



- (3) Administrative announcements of campus-wide importance that are time critical.
  
- (4) Major announcements: major events such as the naming of a new president, vice-president, provost or dean; and major sports announcements such as NCAA tournament appearances.
  
- (G) All mass e-mail messages shall be signed with the name of the department sending the e-mail, and preferably the name of the author. Contact information shall be included in the e-mail for responding to questions.