California State University Northridge

Broadcast Email

Policy No.: 850-01
Effective: 1/30/07

POLICY:

The purpose of this policy is to define and maintain broadcast e-mail for the transmittal of emergency and critical information to the campus community.

Broadcast e-mail messages are defined as those e-mail messages to be broadcast to all CSUN e-mail account holders simultaneously, or to more than one University division.

E-mail messages sent to a large segment of the University community require the approval of the Vice President for University Advancement (or designee), who will review the message. E-mail broadcasts to the entire University community should be limited to messages for emergency purposes or for informational purposes as deemed appropriate by the Vice President for University Advancement (or designee).

E-mail broadcasts to a large subset of a University division (e.g., in Academic Affairs, beyond one College) require the approval of the division Vice President.

E-mail broadcasts that are part of an established business process do not require an approval for each broadcast instance.

Any message directly related to academic or scholarly activities that is sent to an academic class does not require administrative approval.

Information Technology (IT) does not review nor authorize the content of broadcast e-mail messages. However, IT is responsible for sending broadcast messages and determines the most appropriate time for transmission, depending on overall e-mail traffic.

Broadcast e-mails should not contain attachments, except if legally or administratively required.

This policy shall be reviewed annually or earlier as needed.

PROCEDURES:

Broadcast e-mail messages should follow the procedures as established in the Broadcast E-Mail Procedures web page. Once the necessary information is submitted to IT, the broadcast e-mail will be distributed within a timely manner as defined in the Broadcast E-Mail Procedures web page.

RESPONSIBILITIES:

1. The person requesting the e-mail broadcast is responsible for the content of the message and for providing justification for why it must be sent.

2. The **Vice President for University Advancement** (or designee) is responsible for reviewing and approving the content of broadcast e-mail messages to be sent to the entire University community or more than one University division.

3. The **Vice President for Student Affairs** is responsible for reviewing and approving messages sent to all or a large segment of the student population.

4. The **Business Practices and Communications Sub-Committee of the Enrollment Management Committee** is responsible for reviewing and approving the content of e-mail communications with all student applicants to the University, from the time of application through the beginning of their first semester enrolled. Additional specified e-mail communications also are to be reviewed by the Business Practices and Communications Sub-Committee of the Enrollment Management Committee, including those from Admissions and Records, Financial Aid, and Student Outreach and Recruitment Services.

5. **Division Vice Presidents** are responsible for reviewing and approving the content of broadcast messages to large subsets of their divisions.

6. In the case of broadcast to a smaller group, the administrator responsible for the operational unit (e.g., the Dean of a College) is responsible for reviewing and approving the content of e-mail messages.

7. The appropriate Vice President (or other administrator in the case of broadcasts to smaller subsets) is responsible for insuring that the sender complies with the procedures set forth in the Broadcast E-mail Procedures web page.

8. The **Chief Information Officer (CIO)** or designee is responsible for the timing of broadcast e-mail transmissions to the entire University and large subsets. The CIO is directly responsible for the timing of transmissions to smaller groups as described above only when IT has assisted in compiling the list of recipients.

REFERENCES:

University Policy for Use of Computing Resources
Broadcast E-Mail Procedures
Broadcast E-mail Request Form

FURTHER INFORMATION:

Vice President for University Advancement (818) 677-4400

APPROVED BY THE PRESIDENT