



Saint Xavier

UNIVERSITY

[www.sxu.edu](http://www.sxu.edu)

BULK EMAIL POLICY

# BULK EMAIL POLICY

The purpose of the Bulk Email Policy is to provide guidance and establish procedures for large-volume electronic mailings, also called bulk mailings, to the campus community and external constituencies. For the purposes of this document, a large-volume mailing will be defined as one that is sent to 50 or more recipients other than self-subscribed mailing lists or discussion groups. Nothing in this policy is intended to hinder communication between an instructor and his or her students.

## INTERNAL MESSAGES GOING TO FACULTY, STAFF AND STUDENTS

The best way to get your message out to a general University audience, including faculty, staff and students, is to submit announcements to SXU News or submit event postings to the SXU Calendar by emailing [newsroom@sxu.edu](mailto:newsroom@sxu.edu).

There are many reasons for favoring SXU News and the SXU Events Calendar over sending a mass email message:

1. Emails have less impact the more they get sent out; typically, internal audiences will clear the emails out of their inbox without even reading them if there are too many.
2. While internal audiences cannot opt-out of University emails, University emails can sometimes be set or automatically sent to junk, clutter or trash.
3. In addition to the staff's time and effort to prepare emails, sending too many emails has an impact on network bandwidth. When the recipients include members of the campus community, whose email accounts are on our own systems, disk space will be consumed as a copy of the message is delivered to each local mailbox.

At times, requests for mailings to a large University audience will be denied in favor of using SXU News and/or the SXU Calendar. Departments and offices with specialized messages, including department-specific parties and other events, personal accomplishments, etc., will be redirected to be sent out as an announcement on the portal. You are not allowed to spam faculty, staff and students with an announcement; the portal is the correct option for these kind of announcements.

**University Relations will not send out weekly or bi-weekly emails. If you would like a reminder email, please view our reminder emails section.**

## OPT-OUTS

Internal audiences (faculty, staff and students) cannot opt out of receiving email messages. External audiences (gmail, hotmail, aol, etc.) can opt out at any time. Individual departments and offices are responsible for maintaining their opt-out lists and ensuring emails have been removed from lists and flagged in Raiser's Edge or Colleague. University Relations, though, will keep a general list of every opt out received.

## REQUESTING A BULK EMAIL

University Relations will provide the distribution of bulk email to the campus community and external constituencies under a system of administrative approvals. We ask for at least a minimum of 3-5 business days\* for any bulk email. Please view our [Bulk Email Request Form](#). The form highlights exactly what is needed in order to send out a bulk email.

If you have any questions, contact [urprojects@sxu.edu](mailto:urprojects@sxu.edu).

## DEPARTMENT/OFFICE PERMISSION

Faculty or staff members wishing to send a bulk email must obtain permission from their appropriate dean, director or administrator. Requests for large-volume electronic mailings will not be accepted from individual students. The requestor assumes all responsibility for securing proper approvals before the request is submitted to University Relations.

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## **PRODUCTION TIME**

Under normal circumstances, bulk emails will be timed in an effort to avoid interference with other email and network traffic. It should be noted that depending on customizations, message size, number of recipients and competition for network bandwidth, it may take a couple of days or more for a bulk email to be sent.

Your request for a bulk email should be made at least 3-5 business days\* prior to the day you would like it sent out to prepare for editing, building and receiving approval from the requestor, in order for it to be properly scheduled to be sent. If you are requesting more than one bulk email, please note the timeline may be longer to properly edit, build and schedule each email.

*\*Business days are classified as 8:30 a.m. to 3 p.m. Monday through Friday and does not include University-recognized holidays and closings. Any requests after 3 p.m. will be considered as requested on the next business day. Please keep in mind that delays may occur during the approval process.*

## **MAILING LIST**

The requestor is responsible for obtaining a properly formatted electronic mailing list. Generally, this will require the extraction of email addresses from Colleague or Raiser's Edge, but properly formatted Excel spreadsheets of lists may be acceptable and can be requested through mySXU's Colleague Request Form. Please note that handwritten lists or lists in other hard-copy formats will not be accepted.

Lists must contain a single email address for each recipient in a separate column and may not include SMS email addresses (those containing a cellular phone number). Lists must be properly formatted to send out personalized emails containing names, addresses, scholarship monies, etc. If lists are not properly formatted, University Relations will contact the requestor to resolve. We cannot send emails out to listservs.

*Note that email addresses obtained from the University database are to be handled with special care with regard to privacy and proper use. With that being said, University Relations cannot share mailing lists with other departments or offices. Persons in possession of email address data may not sell, rent or otherwise distribute such data other than in accordance with approved University policy. Up-to-date copies of mailing lists must be obtained for each mailing in order to comply with the University's opt-out policy.*

## **RETURN ADDRESS AND SUBJECT LINE**

Each request for a bulk email must include a return address to which the recipient may reply and to which undeliverable mail will be returned. A subject line for the email message is also required.

## **PROPERLY FORMATTED, PROOFED AND APPROVED CONTENT**

Lastly, the text of the email message must be provided in a Word document. The accuracy, spelling and grammar of the text are the requestor's responsibility, although content and formatting may be modified at the discretion of University Relations. Text must be written for web consumption, using simple and active language and concise, scannable paragraphs.

We are unable to provide different versions of one email to compare stylistically, as each email is linked to its own URL.

For best practice, emails are formatted left-aligned as readers view information in an "f" pattern. Center formatting will not be used; it will be reformatted accordingly.

*Please note: Emails will not be sent to review or approve until all content, links and mailing lists are received. This may cause a delay in the date planned for scheduling the email out.*

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## **CONFIRMATION OF MESSAGE DETAILS**

Upon preparing a mailing, University Relations staff will email the requestor to confirm the message details. This message will include a preview of the formatted email message and mailing list as an attachment. The requestor must reply to affirm the accuracy of the message and related information before the mailing will be scheduled.

## **APPROVALS**

No bulk email request will be sent out until approved via email from at least one of the listed approvers. Email is the accepted communication vehicle for approvals; verbal and written approvals will not be accepted.

## **REMINDER EMAILS**

University Relations can send out reminder emails, but please understand that they should be submitted through the Bulk Email Request Form as a new email request. Every email request should be treated equally, as it takes the same amount of time and effort to edit and build each email. Reminder emails should be sent at minimum 3 weeks after the first email was sent out.

## **SCHEDULING OF MAILINGS**

University Relations recommends scheduling bulk emails to go out from 5 a.m. to 5 p.m. Tuesday through Thursday as emails are more likely to be read during these time periods. Research shows emails are less likely to be read over the weekend period.

## **ANALYTICS**

Using the Bulk Email service offered by University Relations allows you the option to see analytics for your email campaign. We are able to share open rates, click rates and advise what can be improved for future email campaigns. Analytics are only available upon request from University Relations.

## **DISCLAIMERS**

University Relations may reject a proposed mass mailing for not serving or not being consistent with the University mission, violating established University policy, being irrelevant for a proposed audience or being too large or poorly constructed.

Also, although all students and most faculty and staff members have email addresses, there is no guarantee that messages are retrieved and read in a timely manner. Further, it cannot be guaranteed that a recipient will read your mail since most email programs have the ability to filter out messages based on user-defined preferences (thus sending them to spam or junk folders).

Messages to some recipients may be undeliverable if their mailboxes are full; that is, if their allowed disk space has already been used.

When assembling your list of email recipients, you must be aware of the fact that some persons in our database have indicated their preference of not receiving mail from the University, so all members of your intended audience may not receive the message.