Policy on Electronic Mail and Mass E-mail(s)

Date: 04/06/06	**Policy ID:** UVAW-14	**Status:** Approved

Contact Office: Office of Information Technology

Oversight Executive: Director of Information Technology

Applies to*:* All UVa-Wise e-mail users

Summary:
Providing policies, guidelines and instructions for the use of the College network for the dispersion of electronic mailings and mass e-mails including the creation and reconfiguration of the campus listserves.

1. Combine the faculty and staff listserves into one employee listserve and make membership mandatory. This enables the College to more easily distribute information to both audiences and removes a barrier between those groups. Senders to the lists won't have to also be members of two lists and thus receive all email in duplicate. Finally, this also solves some major technical issues with allowing the members of the list to also submit email to it (i.e., no moderators).
2. Add a mandatory and moderated student listserve.
3. Add a voluntary CollegeTalk listserve for informal College communication.

Reason for Policy:
This policy is intended to establish use policies and guidelines for Campus E-mail at The University of Virginia's College at Wise

Definitions*:*
E-mail - Short for *electronic* mail, the transmission of messages over communications networks.

Mass - A large but nonspecific amount or number

Mass e-mail – (for the purposes of this document) An electronic transmission of messages sent over a communications network intended for a large number of recipients i.e. staff; faculty; students; or any combination thereof.

Policy Statement:

Mass e-mails sent through the campus network whether originated on or off campus should be kept to a minimum. Threatening, vulgar, harassing, abusive, inappropriate, and illegal content in electronic mailings is strictly forbidden and could result in temporary and/or permanent revocation of your computing privileges, honor court proceedings, as well as local, state and federal legal ramifications.

Listserves (listserv) have been created to help manage legitimate mass e-mails.

College listserves to which this policy applies:

employee-l – a listserve to send important College communications supporting the College's mission to all faculty and staff. All faculty, including adjuncts, and all staff are included and the list is maintained by Academic Affairs and Human Resources.

student-l – a listserve to send important College communications to all students. All currently enrolled students are included and the list is maintained by Student Affairs.

CollegeTalk – a listserve to send and discuss other College communications to all who desire to subscribe to it. Subscribers may choose to receive all or select categories of messages to receive. All who subscribe may also post to or reply to the CollegeTalk listserve.

Placing limits on what messages are distributed via the employee and student listserves is necessary for several reasons. First and most importantly, the listserves are moving from voluntary to mandatory. Secondly, the College needs to ensure that recipients distinguish "important College communication" from everything else that collects in their In-Box. Uncontrolled use of the listserves would clog the Email servers slowing down delivery of all Email. The College will continue to support informal communication within the College community through the use of the CollegeTalk listserve.

Distribution of messages to the student listserv is limited to only the Chancellor and designees, and each Vice-Chancellor and their designees. Others who have messages that are appropriate for that audience can send their message to their Vice-Chancellor (or designees) to approve and forward to the list on their behalf. These procedures help ensure that only appropriate material is sent to students as "important College communication." It also greatly lowers the possibility that viruses and/or SPAM could be distributed. Other College communications can be sent to the CollegeTalk listserve.

Users of College email accounts and listserves are expected to abide by appropriate use policies. The College Administration in cooperation with the Office of Information Technology is responsible for enforcing this policy.

Examples of listserve messages and the recommended list(s) to distribute them:

Message	List	Message	List
Award nomination solicitations, (Who's Who, Buck Henson, Leadership Retreat, etc.)	Employee, Student	Fundraisers for department, club or organization	CollegeTalk
		Funny story, jokes	Not Acceptable
Bookstore textbook correspondence	Employee, Student	House for rent	CollegeTalk
Bookstore special events	CollegeTalk	Inclement weather notifications	Employee, Student
Cabinet minutes	Employee	Information Technology classes	CollegeTalk
Cafeteria menus	CollegeTalk	Kitten to give away	CollegeTalk
CommonHealth Wellness activities	CollegeTalk	Notice of births or deaths	CollegeTalk
Council of Chairs minutes	Employee	Parking announcements	Employee, Student
Cultural events notices (Pro-Art and others)	Employee, Student, & CollegeTalk	Special campus events (convocation, dedications, etc.)	Employee, Student
Employee Benefits information	Employee	Sports Camp information	CollegeTalk
Facility/Systems alerts and notifications (fire alarm testing, IT systems, water/power outages, etc.)	Employee, Student	Student athlete travel (varsity)	Employee
		Student activities (activities, intramurals, outdoor rec)	CollegeTalk
		Time sheet reminders for Faculty/ Staff/Wage/Workstudy	Employee
Faculty and Staff Senate announcements and minutes	Employee	Welcome of new employees	Employee

Procedures:

Mass mailings through the College e-mail should use a listserve. A listserve (alternative spelling: listserv) is a software application that sends a message to a list of Email addresses that are "subscribed" to the list as outlined below. Listserves are used for sending announcements and/or conducting a group discussion on a topic via Email. The College has over 90 listserves. This document will deal with the College's three primary listserves.

1. employee-l@uvawise.edu – All UVa-Wise employees or close affiliates
2. student-l@uvawise.edu – All UVa-Wise students
3. CollegeTalk@uvawise.edu – Subscribed members of the UVa-Wise community (faculty, staff, students, and friends)

employee-l@uvawise.edu
- All UVa-Wise faculty and staff
- Non-College employees who are associated with the College Campus community through a contract or other service/support affiliation directly with the College (This bullet is still under discussion and subject to change.)
- Mandatory list – no subscribe/unsubscribe options
- Anyone on the list (and only those on the list) can send messages to it
- No moderators
- Co-owned by Human Resources (Francene Meade) and Academic Affairs (Pam McKnight)
- OIT populates the list to begin it, Academic Affairs, and HR keep it up-to-date with additions and removals.

student-l@uvawise.edu
- All currently enrolled students
- Mandatory list – no subscribe/unsubscribe options
- Owned by Stephanie Shell
- Moderated list- only the Chancellor and designees, Vice-Chancellors and their designees, the Director of Technology, and the College Email Administrator can send messages to the list
- OIT populates the list once or twice a semester, Student Affairs keeps it up-to-date with additions and removals as desired

CollegeTalk@uvawise.edu
- Any faculty, staff, student, retiree, or affiliate of the College
- Voluntary list – full subscribe/unsubscribe/customize options
- Owned by Director of Technology
- Any member of the list can send messages to the list
- OIT seeds the list with faculty and staff accounts

Related Information:

Background: Approved by Brian Ward, CIO – UVa-Wise, May 2, 2006.
Revision: Revised employee-l co-owners 08/23/19