



INFORMATION TECHNOLOGY SERVICES

MASS INTERNAL EMAIL POLICY

PURPOSE

The purpose of this Mass Internal Email Policy is to establish the College's policy regarding the use of mass electronic mail ("email") on the SUNY College of Optometry ("SUNY Optometry") email facilities. This Policy applies to all users who are issued a formal SUNY Optometry email account ("Authorized Users") and governs mass emails sent by Authorized Users to members of the SUNY Optometry community on the College's email system.

Mass email is any email message sent to the entire campus community, or to large segments of the community, such as *all students; all graduate students; all faculty; all research faculty; and all staff.*

This Policy does **not** apply to:

- Group emails sent within a particular college department or office (e.g., groups within the UEC, academic departments or CVRC); or
- Email groups created by individuals in which all subscribers have voluntarily agreed to participate.

SCOPE AND RESPONSIBILITIES

Effective use of mass email depends on the College's ability to use it judiciously.

Only "Executive Users", defined as the President, Vice Presidents, Chief Information Officer, Assistant Vice President for Human Resources, University Police Department, Chief Diversity Officer, Chief Medical Officer, Public Information Officer, or their designee, and others as may be designated by the President, are authorized to email the entire college community.

For other than Executive Users, mass email access will be limited to any segment of the community or group of which they are a member. As examples, faculty may email faculty (*Faculty, Faculty/Staff, Graduate Faculty*); staff may email staff (*Faculty/Staff, Primary Care Front Desk, CL Staff*); students may email other students within their class year or degree (*Class of 20xx, MS Students, PhD Students*).

Any person or group desiring to send a mass email to persons outside their specific group must obtain the prior approval of their applicable Vice President or designee.

Students and student organizations desiring to send a mass email to persons outside their respective class or group must obtain the prior approval of the Office of Student Affairs.

Only Executive Users have the ability to approve and send emails to the College's "News" email group.

For groups that cross populations (e.g. "*Faculty /Staff*"), approval may be provided by any of the Executive Users responsible for those areas. Therefore, for "*Faculty/Staff*", approval may be provided either by the Vice President for Academic Affairs or the Vice President for Clinical Administration, or their designee.

Nothing in this policy shall be interpreted as restricting the ability of faculty to communicate freely with other faculty, or with students in their assigned academic areas.

MASS INTERNAL EMAIL POLICY (cont.)

Approval of a proposed mass email will be limited to ensuring that the content complies with the provisions of this Policy and other College policies, and for ensuring that the message is proofread to ensure proper spelling and grammar, and appropriate use of the College name and logos.

The Chief Information Officer, or designee, will review and approve requests for new mass email lists, and will create and maintain distribution groups for targeted SUNY Optometry audiences. Individuals should not create their own mass email list. Questions as to whether a proposed list constitutes a mass email should be directed to the Chief Information Officer.

APPROPRIATE USE OF MASS EMAIL

Mass email is appropriate for information that pertains to the majority of the recipients, is critical and/or time-sensitive, and meets one or more of the following standards:

- Alerts the campus community to situations about health and safety issues, as defined in the SUNY Optometry Emergency Response Plan;
- Important campus operational messages, including but not limited to issues concerning information technology resources; human resources; student affairs; security; or facilities that affect the college community;
- Notifies the campus community about changes in governance, policy, and/or practice;
- Announcements from the SUNY Board of Trustees, SUNY Chancellor or College leadership;
- Shares information required to be disseminated by law, SUNY System, or New York State regulatory agencies;
- Informs the community of student organization sponsored events which support the College's mission;
- Marketing or advertising of programs, classes, events, resources, or products offered or sponsored by the College or a College-related organization;
- Informs the community of scholarships or other opportunities (related to the College's mission) offered to students by third parties;
- Notification of charitable or other events related to the College's mission.

INAPPROPRIATE USE OF MASS EMAIL

Inappropriate use of mass email includes, but is not limited to:

- Messages that are in violation of the SUNY Optometry Acceptable Use Policy;
- Messages that are not aligned with the College's mission of teaching, patient care, research, and service;
- Messages that are commercial in nature - with the exception of those messages that are in support of College business;
- Messages that circulate unauthorized solicitations and advertisements for non-college related purposes, including religious and political entities and/or causes, as described in The New York State Office of Information Technology Services policy;
- Messages that are discriminatory or harassing, or otherwise violative of College policy.

Mass emails that do not meet the standards set forth in this policy may be removed without notice.

EMERGENCY NOTIFICATIONS

Emergency Notifications are mass emails sent regarding an unforeseen situation that threatens students, faculty, staff or campus visitors, or causes or has the potential to cause physical or environmental damage. College emergencies include, but are not limited to, the following: public health emergencies, severe weather emergencies, building and utility failures, acts of terrorism, fires, explosions, civil disturbances, chemical spills, radiological incidents, toxic gas releases, cybersecurity threats, and workplace violence. Emergency notifications are managed by the Emergency Response Resource Group, included in the *SUNY Optometry Emergency Response Plan*. It is important to note that there are other means of communications during a campus emergency that can be utilized in conjunction with mass email (texts, websites, etc.).

ALTERNATIVE TO MASS EMAILS

Before deciding to use mass email, consider the appropriateness of these alternative communication channels:

MASS INTERNAL EMAIL POLICY (cont.)

- A verbal announcement at a program, event, or other meeting;
- An email to a smaller, more targeted group of people;
- A pitched story concept shared with the Office of Communications for potential inclusion in a future; College publication, website, or other media outlets; and
- A channel or site created via Microsoft Teams or Microsoft SharePoint to disseminate communications and facilitate dialog within your department, among your colleagues, or with specific members of College committees, organizations or groups.

EXTERNAL MASS EMAILS

This policy does not apply to mass emails sent to any audience group outside of the SUNY Optometry community, i.e., those who do not have a *sunyopt.edu* email account. Anyone wishing to send mass emails to external parties must coordinate with the Office of Communications before doing so.

ENFORCEMENT

Individuals violating this Policy may have their account suspended or terminated depending on the severity of the offense. Refer to the enforcement section of the College's Acceptable Use Policy for additional information.

RELATED POLICIES

Acceptable Use Policy
Electronic Mail Policy

MASS INTERNAL EMAIL POLICY (cont.)

DATE	RECORD OF REVISION & CHANGES	PAGES	REVISED BY
7/1/2024	Original Document		RP/WLR