

Minnesota State University, Mankato University Policy	
Policy Name: Campus Communication and Mass Email	Effective Date of Last Review: New Policy
Custodian of Policy: Vice President for IT Solutions	Date of Last Review: New Policy
Date of Adoption: August 1, 2017	Date of Next Review: September 2023

POLICY

This policy establishes email as the official channel of communication at Minnesota State University, Mankato for communications that do not require physical delivery of a document. Individuals wishing to send mass emails or messages to the <All> Staff, <All> Students, or <All> Current Students distribution groups must have authorization. Mass unsolicited email sent to or from non-University entities or individuals must comply with the federal CAN-SPAM Act.

This policy applies to any person or entity sending mass email through Minnesota State Mankato email systems on behalf of the University. Nothing in this policy shall be interpreted to expand, diminish or alter academic freedom, articulated under Minnesota State Board Policy, Minnesota State Mankato Policy, collective bargaining agreements, or the terms of any charter establishing a system library as a community or public library.

Communication via Text Messaging must follow the University's [Text Messaging policy](#).

PROCEDURE

Minnesota State Mankato email systems will only deliver official communications to @mnsu.edu email addresses. Although @mnsu.edu email addresses are able to be forwarded to other email addresses, those messages will be handled on a best-effort basis and delivery to the forwarded email address cannot be guaranteed.

For best practices and recommendations on the use of mass e-mail, please see IT Solutions [Knowledge Articles](#).

Authorization to send email to <All> Staff and/or <All> Students

Individuals within the Academic Affairs division wishing to send mass emails or messages to the <All> Staff, <All> Students, or <All> Current Students distribution

groups must have the authorization of the Provost and Senior Vice President for Academic Affairs or designee. Individuals within administrative divisions must have the authorization of their respective Vice President or designee.

Use of the <All> Staff and <All> Students email lists should be restricted to those messages that meet one or more of the following standards:

- Provides essential information relevant to the operation or execution of daily business;
- Notifies the campus community of significant events or changes in governance, policy, and practice;
- Alerts the campus community to situations around health and safety; or
- Communicates important information from executive leadership.

Campus-Related Emergencies

Messages relating to a campus-related emergency must follow emergency communications protocols.

Use of external mass email services

Use of external mass email services must comply with this Policy and provide for a legitimate way to unsubscribe from the distribution. The use of external mass email services must also be approved by IT Solutions and Minnesota State Office of General Counsel for data security and protection of the University's data.

Definitions

<All> Staff, <All> Student and <All> Current Students distribution groups – These distribution groups are pre-established groups for communicating with campus faculty, staff and students.

CAN-SPAM Act – federal law enacted in 2003, regulates the use of electronic mail in which the primary purpose is commercial advertisement or promotion of a commercial product or service.

Mass email – an email sent to a group of more than 100 recipients.

External mass email service – any mass email system or service that is not provided by IT Solutions.

RATIONALE

Email must be used and managed responsibly in order to ensure faculty, staff and students are able to give appropriate attention to these essential communications. Use of University email systems are governed by Minnesota Government Data Practices Act (MGDPA), Federal Education Rights and Privacy Act (FERPA), and Minnesota State Policy 5.22 Acceptable Use of Computers and Information Technology Resources.

Policy:		
Formal Review Process	Date Submitted	Date Reviewed
✓ Vice President's Recommendation		Date
✓ President's Approval		Date

