

Minnesota State University, Mankato University Procedure	
<b>Procedure Name:</b> Campus Communication and Mass Email	<b>Effective Date of Last Review:</b> August 1, 2017
<b>Custodian of Procedure:</b> Vice President for IT Solutions	<b>Date of Last Review:</b> September 2023
<b>Date of Adoption:</b> August 1, 2017	<b>Date of Next Review:</b> September 2030

## 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.

