

Policy Consultation and Approval Process

Summary of Comments Received during the Informal Review Phase

Campus Communication and Mass Email

A. Individual Comments

- Mass emails from mnsu.edu addresses should not contain tracking redirect links. It is an unnecessary data point and feels like an undisclosed violation of student privacy.
 - Response: No Change
 - Rationale: Microsoft re-writes links in all incoming emails (internal and external senders) for security protection purposes. These links are evaluated by a Microsoft sandbox for malicious content before either blocking the link or sending the user on to the legitimate link. This security prevention technology is used to prevent faculty, staff, and student from unknowingly visiting sites that could be phishing or deliver malware and stealing private data. Mass email tracking links are used for analytics to identify the effectiveness of the communication campaign. Any mass email service that is used by the campus is required to have a contract that covers the privacy and security of the data. The analytics are not used to identify WHO clicked on a link. That level of data is non-summary and covered by other policies.
- This policy should acknowledge intranet (Fountain) communications and how it is differentiated which items will be share via email and what other sources will be used.
 - Response: No Change
 - Rationale: This is a guideline / best practice item that is outside the scope of a policy statement. This would be better addressed by the campus communicators groups.

B. Group Comments (Note: some comments may also have been submitted as individual comments above)