

Procedure Name: University Email Communications

Custodian of Procedure: Vice President for Administrative Services

Date of Adoption: August 1, 2017

Date of Next Review: September 2032

PROCEDURE

Authorization Process

- Authorization is required before distributing any message to audiences beyond a sender's regular operational scope.
- Anyone wishing to send a mass email must obtain authorization from their respective Vice President or designee before distribution.
- Vice Presidents and the Provost are encouraged to coordinate with University Marketing and Communications and IT Solutions to ensure consistency, accessibility, and awareness of other planned communications.

What Approvers Consider When Reviewing a Mass Email

To support consistent decision-making and help senders prepare effective requests, the following criteria outline what Vice Presidents, or their designees will consider when reviewing a proposed mass email. Senders should use these same criteria as a guide before submitting a request.

1. **Purpose and Alignment** — The message supports university's mission, operations, compliance, or an official initiative.
2. **Audience Appropriateness** — The recipients are clearly defined and have a legitimate need for the information.
3. **Timeliness and Necessity** — The message is time-sensitive, essential, or critical to university functioning or community awareness.
4. **Compliance and Accessibility** — The content follows the University Digital Accessibility Policy, privacy standards, and applicable legal requirements.
5. **Brand and Messaging Standards** — The email reflects the university's brand identity and messaging framework, maintaining a clear, consistent, and professional tone aligned with the university's [Brand Style Guide](#) and [Editorial Style Guide](#).

6. **Coordination and Awareness** — Vice Presidents are encouraged to coordinate with University Marketing and Communications and IT Solutions to ensure awareness of other planned communications to the same audience.

Senders should submit draft content to the appropriate Vice President or designee for review and authorization, allowing adequate time for feedback and coordination, especially for messages involving cross-divisional or campus-wide audiences. Each submission should include the proposed audience, requested send date, whether the message is a one-time or recurring communication, and any relevant context or background that may assist the approver during review.

History of Revisions:

Effective Date of Last Review: August 1, 2026

Date of Last Review: September 2025

Revisions Made:

2025: Modernized the policy language and clarified expectations for official university email communications. Expanded definitions, clarified delivery to @mnsu.edu accounts, and aligned requirements with brand, accessibility, and legal standards. Updated custodianship from the Vice President for Technology (IT Solutions) to the Vice President for Administrative Services to reflect current organizational responsibilities.

References:

Microsoft Copilot (2025). Used to assist in updating language and refining definitions during policy revision process.