



## ROLLINS COLLEGE POLICY

Title:	Policy on Mass Email Messages	Type:	Key Institutional
No: KI 1013			Approval Date: 5-14-18
Responsible Office: Information Technology			Reviewed/Approved By: VP Bus/Finance, 5-8-18; Policy Committee, 5-10-2018; President's Cabinet; 5-15-18; President; 5-15-18X
Next Review: 2022			Revision No:

### I. Purpose/Introduction/Rationale

Historically, every member of the Rollins campus community has had the ability to send campus-wide email messages for various purposes. The goals of these messages ranged from sharing campus news and updates, to promoting awareness of events or programs. Because of this open access practice, there has been an increase in the overall amount of email messages community members receive.

The purpose of this policy is to give students, faculty, and staff the ability to unsubscribe from campus-wide or population-wide (i.e., all student) email messages, thereby giving recipients control in reducing the amount of email clutter. Email messages considered essential to college business or campus services, as defined below, do not apply to this policy. Effective 8/1/2018, members of the campus community no longer have permission to send campus-wide email messages without being setup (as described in Section III) in a separate email delivery system.

### II. Definition

Essential email messages are defined as, but not limited to, the following.

1. Email messages from the President, Cabinet members, or other senior administrative officials, Associate Vice President (AVP) level or above, regarding College business or policy changes.
2. Email messages announcing a problem, outage, or closure of a critical campus function, such as water, power, parking, network, or online systems.
3. Email messages related to the safety (physical, cyber, or otherwise) of the campus community.

### III. Procedure or Application

1. Senders
  - a. Senders granted permission to send essential email messages through Outlook and Office 365 must still send non-essential emails through the system that allows for recipients to subscribe/unsubscribe.
  - b. To send campus-wide non-essential email messages after 8/1/2018, individuals are asked to please contact the IT Help Desk ([helpdesk@rollins.edu](mailto:helpdesk@rollins.edu) or 407-628-6363) to be set up in the email delivery system that gives recipients unsubscribe/subscribe functionality. Failure to abide by these guidelines may result in loss of mass email privileges for any user.
  - c. Senders will receive training and authorization to send mass emails through this system.
  - d. Any member of the campus community who believes that certain email messages they send should be classified as essential, and therefore not give recipients the opportunity to unsubscribe, must receive authorization from their respective Vice President or Associate Vice President. The IT department will receive, process, and track these approvals.
2. Recipients
  - a. Members of the Rollins community will be automatically enrolled in all campus-wide email lists, with the option to unsubscribe.
  - b. If a user receives an email message that they believe is non-essential and does not have an option to unsubscribe – or – the user has unsubscribed previously and is still receiving mass email messages, they should report concerns to the IT Help Desk ([helpdesk@rollins.edu](mailto:helpdesk@rollins.edu) or 407-628-6363).