The University of Tampa

Global Email Guidelines

OVERVIEW
Global email messages are a feature of the University's email system which allows for the distribution of information of both an emergency and non-emergency nature. The use of global email to reach large numbers of people quickly and efficiently has contributed to the phenomenal growth of email as a means of communication. The following guidelines are intended to help manage the impact of global email on University constituents and resources.

GENERAL GUIDELINES
1. Use of global email is restricted to members of The University of Tampa Community.
2. The proposed email message should be related to the business and mission of the University.
3. The message should be of significant or urgent interest to a large segment of the campus community.
4. Email of a personal nature such as notices of items for sale, lost or found items, and solicitation of goods or services are not allowed.
5. Messages that publicize or endorse relief efforts for victims of natural disasters, such as hurricanes, earthquakes, floods, etc. are not allowed.
6. Email for the purpose of fund raising, surveying or marketing of courses is not allowed.
7. Messages should be short and concise (preferably 100 words or less). For topics that require more information, consider a summary email message with web links to more detailed information.
8. Global email attachments are not allowed, due to the possibility of spreading a virus and possible email size issues.
9. Any request to send a global email message must be approved by the appropriate Senior Staff member.
10. Global email must be sent via blind copy so recipients will not be able to see to whom the message was sent, nor will they be able to send email to that group.
11. Global email requests from student organizations must be initiated through the Student Activities Office prior to seeking Senior Staff approval.

GLOBAL EMAIL TO INTERNAL AUDIENCES
Email to internal audiences is email that is targeted to University of Tampa current faculty, staff and/or students. Internal audiences will not be able to unsubscribe to global email generated by the University. As a service to the University community, the Office of Information Technology (IT) can send global email to the entire UT community or individually to one or more of the following groups, "all faculty" (full time faculty only), "all adjunct faculty", "all staff" (includes other on-campus personnel, e.g. facilities, Sodexho, etc.), and "all students" (current students only). Global email to internal audiences will be sent to UT email addresses. Undeliverable email due to full email in-boxes is the responsibility of the recipient (see University Email Address Policy).

To request global email be sent to any or all of these groups, approved email messages should be submitted to the appropriate Senior Staff member at global@ut.edu at least 2 working days in advance of the desired posting. Exceptions will be made for efficient distribution of information that potentially can affect operations or are of an emergency nature (e.g., network virus or other difficulties, hurricane watches/warnings, etc.), or other announcements deemed to be critical and of a time-sensitive nature. Global email requests must include the following:

1. Audience: Group to which the email should be sent, i.e., "all faculty", "all staff", "all students", “entire community”, etc.
2. Sender: The initial text of the message should indicate that it is a global and which office is sending the message: "This is a global message from ..."
3. **Subject Line:**
   Indicate the brief text that should be displayed in the subject line of the message.

4. **Message Text:**
   Messages should be short and concise (preferably 100 words or less).

5. **Reply-to Address:**
   Include in the text of the message a reply-to email address, telephone number and office address where replies will be received and respond to as appropriate.

6. **Message Expiration Date:**
   Messages that are time sensitive (e.g., event announcements) should have an expiration date provided (i.e., this is the date after which the message becomes insignificant). If an expiration date is not provided a date will be determined by the Office of Information Technology, unless advised otherwise by the requestor.

**Email to All Other Internal Audiences**

Email targeting specific segments of the population (for example: all seniors, ResCom residents, etc.) can be made using the email features of the administrative system in coordination with the office that is responsible for the target audience data as follows.

<table>
<thead>
<tr>
<th>Office</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of the Provost</td>
<td>faculty</td>
</tr>
<tr>
<td>Registrar’s Office</td>
<td>current students, current parents, etc.</td>
</tr>
<tr>
<td>Human Resources</td>
<td>current faculty &amp; staff, retirees, etc.</td>
</tr>
<tr>
<td>Development Office</td>
<td>alumni, donors, friends, counselors, trustees, etc.</td>
</tr>
<tr>
<td>Financial Management</td>
<td>vendors</td>
</tr>
</tbody>
</table>

**Urgent Global Emails**

Email of an urgent nature issued from the University Emergency Operations Team will be sent with an urgent status. Also, the “From:” address will be Emergency Ops Global@ut.edu and the body of the message will be in red.

**GLOBAL EMAIL TO EXTERNAL AUDIENCES**

Email to external audiences is email which is targeted to anyone other than current faculty, staff and students. Global email to these groups is the responsibility of the senior level manager of the office sending the message. In addition to the General Guidelines noted above, the following guidelines apply.

It is the responsibility of the office sending solicited or unsolicited email to external audiences to observe reasonable practices. This applies to email lists acquired from University systems and those acquired from outside systems/services. Reasonable practices include, but are not limited to, the following.

1. Do not send multiple, duplicate messages.
2. Global email must include instructions for the recipient to "unsubscribe" or be removed from the email list. Removing the email address from the list is the responsibility of the sending office.
3. Correcting or removing undeliverable email addresses is the responsibility of the sending office.

**UT EMAIL PRIVACY ISSUES**

Email address lists maintained on University systems must not be released to third parties without Senior Staff approval.

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