



UNIVERSITY OF CENTRAL FLORIDA

**Office of the President**

<b>SUBJECT:</b> Broadcast Distribution of Electronic Mail	<b>Effective Date:</b> 3/7/2019	<b>Policy Number:</b> 4-006.2	
	<b>Supersedes:</b> 4-006.1	<b>Page</b> 1	<b>Of</b> 4
	<b>Responsible Authority:</b> Vice President for Information Technologies & Resources		

**DATE OF INITIAL ADOPTION AND EFFECTIVE DATE:** 07-31-06

**APPLICABILITY/ACCOUNTABILITY**

This policy applies to all members of the university community.

**BACKGROUND INFORMATION**

Electronic mail can be an effective and timely tool to inform or alert members of the university community. However, broadcast electronic mail messages consume resources and, in some cases, may not be desired by the intended recipients. A policy is, therefore, necessary to clarify when broadcast electronic mail distribution is appropriate. This policy allows UCF executive offices to communicate with campus constituencies using electronic mail while also limiting the number of broadcast messages sent and received through the campus network.

**POLICY STATEMENT**

Authorization to distribute a broadcast electronic mail message may be granted only by the president, the provost, or a university vice president. In the case of an emergency or critical communication, broadcast email authority is delegated to UCF Police, UCF Communications and Marketing, Information Technologies & Resources, or the Office of

Environmental Health & Safety. In all cases, broadcast electronic mail must be limited to messages that are both timely and of great importance to the campus community.

## **DEFINITIONS**

**Broadcast electronic mail.** An email message that is addressed to all members of one or more major on-campus constituencies; e.g., all faculty members, all students, all staff members. Broadcast messages are sent by UCF IT using email address lists extracted from university business systems. Such messages may include emergency or public safety information or other content of similar significance to the operation of the university.

Routine campus event and meeting notices, office newsletters, speaker announcements, and messages on behalf of non-university entities are not eligible for broadcast email distribution.

**UCF Today, Good Morning/Afternoon UCF and Pegasus Magazine.** E-newsletters containing UCF stories, photos, campus events and announcements, are sent to students and faculty and staff members throughout the week. Links to webpages describing how to submit event notices and announcements can be found at the end of this policy. UCF Today e-newsletters may be used for all legitimate university business-related news and stories, events and announcements.

**Emergency Communication.** A message describing circumstances that require immediate awareness or action in order to avoid harm to persons or property.

**Critical Communication.** A message informing one or more campus constituencies regarding actions, events, or deadlines that may have significant impact on them personally or in their role as a university employee.

## **PROCEDURES**

Broadcast electronic mail messages may be directed to any or all of the following constituencies: students, faculty and staff members. Broadcast messages should be sent only to the specific constituencies for whom the content of the message is relevant. Except in the case of emergencies or other information of great importance to the campus community, each individual broadcast message may be distributed one time only.

The procedure for sending a broadcast electronic mail message is as follows:

- (1) Compose the exact wording of the message to be emailed in plain text (upper and lower case text only). The message should be carefully proofread, be concise, and

observe customary email etiquette. Messages will be sent exactly as received; UCF IT is not authorized to modify the text of a message. Broadcast electronic mail messages may not include attachments; however, they may include URLs directing the reader to appropriate websites.

- (2) Identify the specific constituency or constituencies; e.g., faculty members, staff members, students, to which the message should be sent and the date the message should be received. If the broadcast message is an emergency or critical notification, please so indicate, so that it can be sent immediately.
- (3) The header of each broadcast message should be in this format. Requesters must supply the appropriate name(s) and office(s).

Submitted by: (name, office)  
Submitted for: (name, office)  
Subject:

- (4) Send the message via email to [campusemail@listserv.cc.ucf.edu](mailto:campusemail@listserv.cc.ucf.edu) at least 24 hours ahead of the intended distribution timeframe. Please note that broadcast electronic mail will generally be processed during off-peak hours (nights or weekends) except in special cases where immediate distribution is necessary.

Campus offices or organizations wishing to use electronic communications to send announcements or event information to campus constituencies are encouraged to use the Announcements and Events feature of the university website. Announcements can be submitted online by authorized UCF faculty and staff members using the Announcements feature of the main UCF website at <https://www.ucf.edu/announcements>. Announcements submitted through the main UCF website are collected and reviewed twice a week and sent through the UCF Today e-newsletter to faculty members, staff members, and students. Events can be submitted online using the UCF Events system at <http://events.ucf.edu>.

University offices are permitted to maintain and use their own email distribution lists to communicate with on- or off-campus constituencies; however, messages addressed to more than 1,000 recipients must be sent between the hours of 4:00 p.m. and 7:00 a.m. weekdays or on Saturday or Sunday to minimize the impact on campus electronic mail processing resources.

#### **RELATED INFORMATION:**

UCF Communication Channels: <https://www.ucf.edu/brand/brand-assets/ucf-communication-channels/>

**INITIATING AUTHORITY:** Vice President for Information Technologies & Resources

<b>POLICY APPROVAL</b> <b>(For use by the Office of the President)</b>	
Policy Number: 4-006.2	
Initiating Authority: <u>Joel L. Hartman</u>	Date: <u>3-5-19</u>
University Policies and Procedures Committee Chair: <u>[Signature]</u>	Date: <u>2/28/19</u>
President or Designee: <u>[Signature]</u>	Date: <u>3/7/19</u>

History: 4-006 7/31/2006; 4-006.1 8/30/2011