Email Distribution List Acceptable Use Policy

Part I – available on web site

Purpose

There is an increasing number of requests for distribution to entire groups of people on campus. The goal is to coordinate and minimize communication to constituent groups so that all of the messages retain their impact and are not ignored.

For clarity, there are two types of lists – "official all-campus" lists and "user-owned" lists.

Official all-campus lists

These lists are derived from the official colleague data and do not include an opt-out mechanism. They are intended for broad distribution of timely "official" university announcements and information.

Each message sent to one of these lists

- Must have endorsement from a cabinet member
- Must be of broad interest to the intended audience and not used to troll for the few "needles in the haystack"
- Must contain an accurate and meaningful subject line
- Must include a definite and appropriate "from" address as well as an appropriate "reply" address (may be different)
- Are not open to off-campus subscribers unless special permission is granted
- Should not consider this the only or most appropriate means of communication
- Should include only text and should avoid attachments.
- Should be important and timely
- Should be as brief as possible
- Should only be used when no other communication vehicles are available

Examples of Acceptable Use:

- Distribution of VU Today and Connections
- President announcements
- Emergency notices, including facility outages and information updates
- Human Resource policy or benefit announcements
- Expected street, traffic, and parking interruptions
- University directed surveys (i.e. ACHA, Advising, course evaluations, NSSE, etc)

Examples of Inappropriate Use:

- Campus event announcements and reminders
- Messages that do not align with the mission of the university
- Messages that are commercial in nature, unless supporting university business
- Solicitation for contributions to external charities
- Student research surveys
- Any message that violates the Appropriate Use of Technology Policy

User-owned lists

These lists are maintained locally by email users. List maintainers should follow the guidelines above and are responsible for list maintenance and updates.

Approved by Cabinet and Deans, 3/1/23