

All-Campus Emails Policy

Policy/Procedure

Purpose:

This policy applies to emails that are sent to faculty, staff or students through group lists of email addresses (for example, employees, students) maintained by Information & Technology Services, which this policy will refer to as “All-Campus Emails”. All-campus emails are used for official communications of the college, so membership on these lists is required and individuals cannot unsubscribe. This is the way the college communicates important matters and initiatives, and we expect recipients to give these emails their attention. To ensure that these emails are read promptly, we want to limit the use of all-campus emails so as not to overwhelm the community. All-campus emails will be governed by this policy.

Scope:

This policy does not apply to emergency emails such as those sent by the Department of Public Safety or Information & Technology Services in the event of a system-wide outage, emergency situation, or similar issue.

Any attempt to circumvent this policy by sending messages to departments or group emails in an effort to replicate the larger email lists is a violation of this policy.

Nothing in this policy shall prohibit any department or division head from sending emails to all members of their team, just as the Provost shall have authority to send emails to all faculty members.

Criteria:

1. All-campus emails should only be sent when the subject matter applies to most or all members of the recipient group.
2. All-Campus Emails are official college communications and are only to be utilized for official college business.
3. Multiple emails on the same subject are strongly discouraged.
4. All emails must abide by guidelines in the [Responsible Use of Technology policy](#).
5. Events and announcements are not normally an appropriate use of All-Campus Emails and should be submitted to Dickinson Today instead. If an event or announcement has been promoted online through the calendar, Dickinson Today or social media, an all-campus email should be sent only if there is substantial new information to be shared.

6. Language in All-Campus Emails should take into consideration the inherently diverse audience being addressed and reflect the college's commitment to being a welcoming community for all.

Procedure:

1. The following offices shall have authority to send All-Campus Emails which meet the Criteria, without prior approval from Marketing and Communications:
 - a. President's Office
 - b. Provost
 - c. Department of Public Safety
 - d. Information & Technology Services (in emergencies)
 - e. Human Resource Services
 - f. Marketing & Communications
2. All other offices should follow the approval procedure:
 - a. Email Marketing & Communications at emailrequests@dickinson.edu at least two business days in advance of when you would like the email sent. The email must identify an author or authors who will sign the email, and they must all be included on the email thread with Marketing & Communications. Include the requested send date and target audience (all employees, all students or both). Include a draft of the email. Remember to include a subject line and any relevant hyperlinks.
 - b. Marketing & Communications, in consultation with the President's Office, will determine whether and when an email should be sent based on whether it follows this policy, whether it is in the best interest of the college, and in consideration of other emails that are planned. If approved, Marketing & Communications will identify any necessary edits to the draft email and send it to the author(s) for final approval.
 - c. If final approval is received from the author(s) by the deadline, the email will then be sent to the list(s).

History/Revision Information

Responsible Office: Marketing and Communications

Policy Effective Date: 1/20/2025