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Responsible University Administrators:
Vice President for External Relations
Vice President for Information Technology

Responsible University Office:
Office of External Relations, UNCA

Contact:
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externalrelations@nebraska.edu

UNCA Mass Email Policy

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Scope

This policy applies to all individuals with a University of Nebraska (UNCA) email address (nebraska.edu) and/or access to other digital communication tools, who use tools to send mass electronic messages (150+ recipients) to announce, promote or advertise for the University. Exceptions may be made for Information Technology Services, the U-wide Institutes and NU Online, all of which have their own dedicated communication staff and/or teams.

Policy Statement

University of Nebraska (UNCA) email may not be used to send or transmit mass (150+) unsolicited electronic messages—e.g., with the primary purpose of informing, announcing, advertising, or promoting an event, product, program, service, group/division/unit/campus, or person—without first partnering with the Office of External Relations to devise a strategic communications plan that may utilize other internal communications channels available to UNCA, such as targeted emails or news items in campus dailies. The communications plan may ultimately include mass email, but that should be a strategic recommendation which comes from the Office of External Relations.

Email messages that may qualify as mass email include:

- All messages to lists of 150+ email addresses;
- Messages from a Vice President's office;
- Messages to institutes, divisions and campuses;
- Announcements about an UNCA service to individuals identified as using that service (Note: potential use does not qualify as using the service);

- Messages to opt-in mailing lists, if the topic matches the intended purpose of the list;
- Sanctioned University of Nebraska enrollment or employment-related emails;
- UNCA-generated newsletters to faculty, staff, and students;
- UNCA-generated newsletters to external recipients; and
- Emails submitted to the Office of External Relations to send on behalf of an office or department that have received approval from the Office of the President or a Vice President.

All official University emails should be sent from email client(s) or systems approved by the University of Nebraska Central Administration. Unapproved email clients should not be purchased or used for mass mailings by individuals or departments.

The use of university information systems, including email, is subject to [Executive Memorandum 16](#).

Policy Rationale

This policy 1) protects the University of Nebraska (UNCA) and its staff from violating anti-spam email and messaging laws, 2) aligns the University of Nebraska with best practices in email promotion, marketing, and strategic communications, including analytics and tracking and 3) manages and streamlines unsolicited mass emails sent internally, through the University of Nebraska system of campuses and externally to the community.

Procedures

Reporting violations and or governance questions should be directed to the Vice President for External Relations. Violations may result in loss of mass email capabilities.

Forms

For any mass email initiatives, University of Nebraska (UNCA) staff should contact Office of External Relations via the [“Email Request” form](#).

Contact

Director of Marketing and Strategic Communications, marketing@nebraska.edu
NU Vice President for External Relations, externalrelations@nebraska.edu

Related Information

[Executive Memorandum No. 16](#)