Joint University of Colorado Boulder
Communication and CIO
Campus-wide Policy

Effective:	August 1, 2012
Responsible Office:	The Office of the AVC for IT and CIO and the AVC for Strategic Relations, University Communications
Policy Title:	Mass Emails and Bulk Messaging Policy
Approved Purpose:	Outlines requirement for sending mass emails in a manner that is compliant with federal law and university policies

A. Introduction

Electronic communication (email) is an essential tool for the University of Colorado Boulder campus community and is an official means of communicating with students. Mass email or bulk messages are a blast message sent to a large group such as all faculty, students, staff, or administrators who have a CU-Boulder email account (first.last@colorado.edu). These messages are used to convey emergency information, critical alerts, and important information of campus-wide interest. When sending large amounts of email, care must be taken to ensure the message delivery does not adversely affect the network, email routing and mail server infrastructure. Procedures below define parameters intended to protect the operational integrity and availability of campus networks and email services.

A federal law related to email that offers or promotes products or services for a fee is now in effect. The "Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003" or "CAN-SPAM Act of 2003" was signed into law in January 2004 and has implications for mass email. Any individual, group, or organization (internal or external to CU-Boulder) that sends an email on behalf of the university that promotes a commercial product or service is affected. If there is a charge for engaging in activities or receiving services, then this new law is applicable.

B. Policy Statement

1. Student mass emails must enhance the educational role and mission of the university.
2. Messages for enrollment or registration in specific degree programs or classes will not be accepted except if they are part of a campus strategic initiative (e.g. *Flagship 2030*).
3. Mass emails will not be used as event reminders, except in the situations of major campus events such as Convocation, Commencement, and the State of the Campus address. Prior to distribution, all events must be posted through the campus's Events Calendar (www.colorado.edu/events).
4. Mass emails for surveys of campus audiences need to be scheduled through University Communications or the Office of the Registrar, or their designee.
5. Mass emails to the university community (faculty, staff, and students) must follow the guidelines defined in the "Mass Emails and Bulk Messaging Procedure."

C. Enforcement

University Communications reserves the right to monitor the content of the mass emails; however, it is the responsibility of Vice Chancellor (or designee) to comply with the policy; therefore, the text of the

mass email message must be approved by the Vice Chancellor (or designee) to whom the individual department or group reports.

The Office of the Associate VC for IT and CIO reserves the right to preserve the functionality and flow of electronic communications at CU-Boulder. If any electronic communications are adversely affecting campus networks, mail routing infrastructure, or mail server infrastructure, the AVC for IT and the Office of Information Technology will identify and restrict the electronic communications in order to maintain functionality.

D. Definitions

Mass Emails: any email sent to 1,000 or more recipients. Messages sent to less than 1,000 recipients are exempt. Mass emails must be related to university business and may not be for commercial gain or fundraising nor promote political or religious viewpoints.

E. Selected References to Policies

Federal Policies

"[Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003](#)"

The University of Colorado

Administrative Policy Statement, "IT Security Program Section 1, IT Resource User Responsibilities"

https://www.cu.edu/ope/aps/6005

Administrative Policy Statement, for IT Users, "Providing and Using Information Technology"

https://www.cu.edu/ope/aps/6001

Administrative Policy Statement, "Federal Lobbying Activities" and "State Lobbying Activities"

http://www.cu.edu/ope/policy/aps-2004-Federal-Lobbying-Activities

http://www.cu.edu/ope/policy/aps-2009-State-Lobbying-Activities

Administrative Policy Statement, "Electronic Communications"

https://www.cu.edu/ope/aps/6002

The University of Colorado Boulder.

Account Activation, Authentication and Termination Policy:

http://www.colorado.edu/avcit/accounts

CAN-SPAM Legislation:

http://www.colorado.edu/avcit/spam

CU-Boulder's Web Development Guidelines:

http://www.colorado.edu/policies/web-development-guidelines

Effective: August 1, 2012

Responsible Office: The Office of the AVC for IT and CIO and the AVC for Strategic

Relations, University Communications

Title: Mass Emails and Bulk Messaging Procedure

Approved Purpose: Provides procedures for sending mass emails in a manner that is
compliant with federal law, university policies, and in a manner that
preserves the integrity of CU-Boulder IT infrastructure.

A. Clarification

By default, all campus mass emails are categorized as a *Standard Bulk Message*. University

Communications or the Department of Public Safety may review and categorize a message as an *Urgent Bulk Message* based on campus communication priorities. A *Standard Bulk Message* cannot be sent during standard university business hours. An *Urgent Bulk Message*, may be delivered during standard university business hours. Best effort and judgment given the circumstances will be used for notifying the Office of Information Technology (OIT) prior to message delivery during business hours. An "Emergency Bulk Message", as identified by University Communications, may be delivered during standard university business hours. Best effort and judgment given the emergency circumstances will be used for notifying OIT prior to message delivery.

B. Procedure

Bulk messages must either use pre-approved bulk messaging services or abide by the required bulk messaging transmission controls:

1. Pre-approved Bulk Messaging Services:

   - The Student Ememo service provided by the Registrar's Office.
   - CU-Boulder Today provided by University Communications.
   - Exchange Distribution Lists and Email List Manager provided by OIT.
   - Faculty Course Toolkit Course Rosters provided by OIT.
   - Harris Connect or Campus Bulk Email service provided by University Communications, the CU-Boulder Alumni Association and University of Colorado Office of University Relations.

2. Required Bulk Messaging Transmission Controls

   - Bulk Messaging solutions must have the ability to throttle their sending rate.
   - Sending rates must not exceed 5 messages per second.
   - Bulk Messages must not directly include attachments. Documents, images, and other media should reside on other services (for example, a web server) and bulk messages should include links/references to the content.

For further information, contact the OIT Support at 5-HELP (303) 735-4357) or University

Communications at ucomm@colorado.edu. For policy inquires, please contact itpolicies@colorado.edu.