Issue Date: July 15, 2010

Effective Date: November 29, 2016

Scope:

The Mass Electronic Mailing Standard establishes appropriate use of the inform.kennesaw.edu mailing service as a means for communicating with all faculty & staff at Kennesaw State University (KSU). For the purposes of this standard, mass electronic mailing should be considered to be any unsolicited electronic mailing in which the message is sent to members of the University community using the inform.kennesaw.edu interface.

The KSU inform.kennesaw.edu service is a replacement for mass electronic mailings via the address book, as used in the past, and significantly reduces the volume and mass of unsolicited email at KSU. The inform.kennesaw.edu service requires authenticated posting, eliminates “reply to all” looping issues, and has additional functionality not available via traditional mass electronic mailings.

This standard does not apply to individual email-based distributions, discussion groups such as listservs, or time-sensitive campus emergency notices such as security alerts.

Standard:

The use of both the inform.kennesaw.edu mailing service and the KSU Zimbra email system must be in compliance with the KSU Email Usage Standard and Procedure.

With the deployment of the inform.kennesaw.edu service bulk emailing of faculty, staff, and students may only be used to send communications associated with the normal course of business and which usually require some official action be taken individually by recipients. Such uses include, but are not limited to:
• Dissemination of urgent information of health and safety concern for students and University employees.
• Communication of information regarding changes of University policies or procedures, or actions that affect employment or compensation status, or status as a student.
• Regular communications (for example, to University employees) that are required by law, regulation or University policy.

The use of inform.kennesaw.edu is encouraged for those messages which are informational in nature. This includes event notifications, which should also be posted to the official campus calendar, and also includes, but not limited to,

• Any message whose content is not relevant to KSU's mission of teaching, research, and public service
• Club or group information

The copying of the entire Zimbra email address book, as a way to distribute electronic mail to all faculty & staff at KSU, is explicitly considered an abuse of the system.

External Documents and Links:

• Email Usage Policy
• Email Usage Standard and Procedures

Review Schedule:

The Mass Electronic Mailing Policy will be reviewed annually by the Office of CIO or their designee.