



## **Mass Emailing Procedure**

**Procedure Number:** 506P

**Responsible Office:** VP of Information and Engineering Technologies (IET) and College Computing

**Forms:** N/A

**Effective Date:** 03/08/2024

**Date Last Reviewed:** 03/08/2024

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### **1. Purpose**

This policy procedure details the specific actions to be taken by all Northern Virginia Community College (NOVA) employees, including full and part-time staff, faculty, contractors, consultants, volunteers, interns, student hires, retirees, and students (collectively, “users”) who use College-wide and campus email distribution lists.

### **2. Definitions**

*College-Wide Email Distribution List:* all faculty and staff, all teaching faculty, all adjunct faculty, or all students.

*Campus Email Distribution List:* all faculty and staff at a particular campus, all students taking classes at a particular campus.

*Mass Email:* an unsolicited email message sent to a group of otherwise unrelated campus email addresses.

### **3. Procedure**

1. Types of College-wide and campus email distribution lists:
  - a. All faculty and staff, all teaching faculty, all adjunct faculty, etc.
  - b. All NOVA students
  - c. All faculty and staff at a particular campus
  - d. All students taking courses at a particular campus
2. Access to Distribution Lists
  - a. College-wide Distribution Lists
    - i. Access to use of the College-wide distribution lists is controlled by members of the Administrative Council.
    - ii. Members of the Administrative Council may approve permanent or temporary access to a

College-wide email distribution list for another faculty or staff member by notifying the IT Help Desk. Giving temporary access for someone to use a College-wide email distribution list will allow email replies to go directly to that individual.

b. Campus Distribution Lists

- i. Each Provost and the Associate VP for eLearning can determine who will have access to their campus faculty/staff and student email distribution lists. Separate access can be granted for the campus faculty/staff and student lists.
- ii. The Provost or Associate VP for eLearning can request access changes or request temporary access for an individual at any time. They may control access to the Campus email distribution lists by notifying the IT Help Desk. The IT Help Desk will notify IT Engineers to set the appropriate access. Giving temporary access for someone to use a College-wide email distribution list will allow email replies to go directly to that individual.

3. Use of Distribution Lists

- a. Faculty, staff, and student email distribution lists are not made available to outside organizations other than as specified by legal or policy requirements. Emails from such groups may be sent to a NOVA or Virginia Community College System (VCCS) distribution list by an appropriate NOVA representative.
- b. Email primarily of interest to a particular campus should use the individual Campus distribution list.
  - i. Announcements of fitness center schedules, art shows, music performances, etc. should be sent to the individual Campus email distribution list, or it would be more appropriate to post it to the College website.
  - ii. If distribution on other campuses is desired, the request should be sent to the Provost or designee of the other campus(es) who will decide whether or not to send it to their campus list.
- c. Mass emails to students with information about new courses or programs should only be sent to student email lists with prior approval of the Provost or designee and only once or twice a semester. The list should only provide a list of the new courses and programs with links to the appropriate web page(s) for more information.
  - i. Campuses that want to promote new courses or programs to students from another campus must send the email to the Provost or designee at the other campus for distribution.
  - ii. The Student Affairs division may send an email to all students once each semester with a College-wide listing of new courses and programs.
  - iii. Individual faculty can send information about new courses and programs to students enrolled in their classes as they deem appropriate without prior approval.
- d. VCCS student email distribution lists do not allow the use of attachments or excessively large emails that include graphics or special features. Instead of attachments or embedded graphics, the extra material should be placed on a web page with the link included in the email.