

## LA Mission College Student Mass Email Policy

### What is a mass email?

Mass emails are email messages sent to a large distribution of recipients. Mass e-mails are intended solely to communicate to the students, faculty and staff important information regarding academic and college business. This policy must be complied to be able to utilize the LAMC email system or Blackboard Connect system to send messages with the large distribution lists. Messages impacted by this policy are defined as any message that is of credible interest to at least 1/3 of the recipients.

### Mass email messages would contain LAMC/LACCD business such as:

The message content must be related to the college's mission, such as one of the following:

- *Announcements of campus construction alerts*
- *Announcements of disruptions or changes in services (e.g. Power, Water, Network Services etc.)*
- *Announcements from LACC District Office (Chancellor's memos, Budgetary, Health Benefits etc.)*
- *Announcements of campus sponsored events or foundation events*
- *Announcements of official policies or changes in policy*
- *Announcements from the governance groups (Academic Senate, Staff Development, and various campus committees)*
- *Announcements from college Faculty Guild and Staff Guild.*

Specifically, mass emails should not be used for:

- *Mailings not related to college business or activities.*
- *Mailings in violation of the Chancellor's Directives – B27 (Use of District and College Computing Facilities policy.)*
- *Political statements, expression of personal opinion, conduct of personal business, unauthorized fundraising or solicitation (solicitation is defined as any verbal or written effort to raise funds through the sale of merchandise/services or through charitable donations as well as to influence opinions or to gain support for an issue or cause).*
- *Lost and found messages. All lost and found items should be brought to Campus Security, who, if the situation merits may inform to send a message.*
- *If you are at all in doubt if your e-mail will violate policies please contact a respective Vice President or President prior to sending the message.*

### Student Email Blast Procedure

- If a broadcast email sends to "**All Students**" by a college authorized personnel:
  1. Requester submits an online email blast request for sending an email blast;
  2. Obtain approval of the appropriate Vice President or his/her designee;
  3. Obtain approval of VP Admin Services;
  4. IT office will be responsible for sending a message;
  5. A mass email to all students must be submitted to IT a minimum of 72 hours in advance for email blast distribution.
- If a broadcast email sends to "**All Students**" by a foundation personnel:
  1. Requester submits an online email blast request for sending an email blast;
  2. Obtain approval of the President or his/her designee;
  3. Obtain approval of VP Admin Services;
  4. IT office will be responsible for sending a message;
  5. A mass email to all students must be submitted to IT a minimum of 72 hours in advance for email blast distribution.
- If a broadcast email sends to **a group of student**, e.g. Art students, Math students.
  1. Obtain approval of the appropriate VP or his/her designee;
  2. Chair person or director will be responsible for sending a message