Information Technology Services

The purpose of an Information Technology Standard is to specify requirements for compliance with Old Dominion University Information Technology policies, other University policies, as well as applicable laws and regulations. Standards may include business principles, best practices, technical standards, migration and implementation strategies, that direct the design, deployment and management of information technology.

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<th>Accessibility Standard</th>
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<tr>
<td>Reference Number:</td>
<td>09.2.0</td>
</tr>
<tr>
<td>Date of Current Revision or Creation:</td>
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A. PURPOSE

The purpose of this standard is to establish the guidelines for mass mailing electronic messages and email to campus groups. This standard is for use by internal electronic mail senders.

B. DEFINITIONS

Blackboard is the University’s course management system which incorporates Web pages, email, discussion boards, chat rooms, online quizzes, an online grade book, a calendar, virtual groups and document sharing.

Electronic Mass Mailing is any email message that goes to more than 100 individuals, other than self-subscribed mailing lists.

Faculty/Student Communication System (FSCS) is an instructional tool designed as a closed system for class discussions and to keep class communication separate from personal communication.

Pre-defined groups are sets of ODU assigned email addresses for faculty and staff arranged by their organizational unit and stored in the address book of the University email system.

University-Wide Announcement System is the technology used to send post notices and messages relevant to all faculty and staff.

URL is an acronym for Uniform Resource Locator and is typically referred to as the web address.
C. STANDARDS STATEMENT

Old Dominion University has adopted electronic mail as an official means of communication to the campus community. The University provides and encourages the use of electronic mail services by faculty and staff in support of its mission of teaching and learning, research and public service. Those who use the electronic mail services are expected to do so responsibly, complying with state and federal laws, and with normal standards of professional and personal courtesy and conduct.

Mass emailing should be conducted for the following reasons:

- Messages essential to the proper execution of daily business
- Messages of significant events or changes in governance, policy, and practice
- Messages intended to keep groups informed of the standard course of business

Mass mailing of electronic messages can be accomplished two ways:

- User-created local distribution lists
- Pre-defined groups available within the University electronic mail system

Pre-defined groups are provided in the University electronic mail system and provide a mechanism to send a single message to a specific group of people, such as an individual college, department or organization.

Individuals desiring to send messages relevant to all faculty and staff rather than to pre-defined groups within the Old Dominion University community are directed to use IT Standard 11.5.0 University-Wide Announcement System.

Faculty are provided instructional tools to send messages to students in their classes. Such mass mailing functionality is available through available in Blackboard and in the Faculty/Student Communication System (FSCS).

Mass mailings that impose a significant load and jeopardize normal service delivery may be terminated without consulting the concerned academic or administrative unit or recognized University organization.

Pre-defined groups may have invalid email address and the message will not be delivered and will bounce back to the sender. Therefore, academic or administrative unit or recognized University organization should be prepared to receive bounced back emails.

Messages
The information contained in the email should be text-based and contain no graphics. A URL directing the reader to graphics on the Web may be included in the body of the email. Generally, email messages should be short. Long documents should not be included in a mass emailing. Reference longer documents by using URL pointers to Web pages.

Mass email must be sent from a verifiable University email account.

Mass email should be sent using Blind Carbon Copy (Bcc) functionality. When replying to a mass email, a user may intentionally or unintentionally use the Reply to All option which would result in a second mass email.
Send mass mailing during off-hours is highly recommended. "Off-hours" is defined as midnight to 8:00 a.m. on weekdays; all day Saturday; and midnight to 6:00 a.m. on Sunday. Avoid doing a large mailing (more than 1,000 email addresses) during the normal 8:00 a.m. to 5:00 p.m. business day.

The delivery priority must be set at “low” under “Delivery Options.”

The sender should edit the email for content carefully before sending. Corrected versions or duplicate email reminders are not permitted within 15 days of sending the original email.

D. PROCEDURES, GUIDELINES & OTHER RELATED INFORMATION

Federal and State Law
University Policy 3506 Electronic Messaging for Official Communication
IT Standard 11.2.0 Student Email Standard
IT Standard 11.5.0 University Announcements Standard

E. HISTORY

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<td>February 2013</td>
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