Campus Email

Stockton's email system is a business tool to communicate and share important institutional updates and information with faculty, staff and students. It is not the only such tool, nor necessarily the most appropriate tool, for all communications. These guidelines are intended to reduce the number of all-campus unsolicited email messages and replies, while preserving the effectiveness of email as a business communication tool and maintaining the free flow of information.

Mass Email Guidelines

Email is the University's official means of communicating information to faculty, staff, and students, as well as combinations or subsets of these constituencies. It is intended to facilitate the academic and administrative functions that support the University's mission of teaching, research, and service. As such, only the following instances are appropriate as mass email communications:

- Emergency messages, campus alerts and health and safety messages.
- Campus operations messages about information technology resources, human resources, or facilities that affect the Stockton community.
- Messages about major campus-wide events.
- Messages related to University policies or procedures.
- Announcements from the Board of Trustees, President, Provost, or other University leadership.
- Communications required by law.

The University's email services are not open to the general public, nor do they provide a forum for expressing personal opinions. They are intended as vehicles for distributing information, rather than as forums for conversation. As such, emails sent as mass communication will not have a reply or reply all feature. Several other services and technologies allow faculty, staff and students to communicate with appropriate audiences and share announcements of interest to portions of the campus community.

Alternatives to Mass Email – Additional Internal Communication Channels

Before proposing a mass email, please consider the appropriateness of these alternative communication channels:

- An announcement to an opt-in listserv.
- A story idea to University Relations & Marketing (URM) for inclusion in one of Stockton's publications, the campus portal, and/or social media outlets.
- A request to Event Services to add an event to the campus calendar and/or campus billboards.
- An announcement on OspreyHub.
- A verbal announcement at a program, school, senate, or union meeting.

- An email to a smaller, more targeted listserv or group of people.
- A message to StockTalk, the university's opt-in community forum.
- A request to Development and Alumni Relations to share a message with alumni and/or donors.
- A channel or site created via Microsoft Teams or Microsoft SharePoint to disseminate communications and facilitate dialog within your department, among your colleagues, or with members of University organization or groups.

Mass Email Approval

Administrative departments that are required to make periodic announcements to members of the Stockton community can send mass emails to the predetermined mass email lists via the email system, maintained by ITS, for matters of University business and in compliance with all pertinent policies and procedures.

Members of the campus community and offices authorized to send mass emails include:

Office of the President
Office of the Provost
Public Safety
Facilities and Operations
Information Technology Services
Human Resources
Members of the Cabinet and/or their designees
President of the Faculty Senate
Union Presidents
Office of the Dean of Students (for messages sent to student lists)

All other individuals intending to send to the predetermined mass email lists will require approval. Once the message is sent to the intended mass email list (for example, sent to faculty@stockton.edu or staff@stockton.edu), the email will be queued for review by the designated mass email moderators before being accepted or denied for distribution.

Emails intended for all faculty are approved by the Office of the Provost, and those for students are approved by the Office of the Vice President of Student Affairs or the Dean of Students. Emails intended for all staff will be approved by the Divisional Executive of the proposed email sender.

Approval of a mass email message may take up to three (3) working days to be approved before being delivered to the intended community. If time sensitive material is being distributed, please contact your divisional executive to request an expedited approval process.

Mass Email Style Guide

All messages must include the following at the time of submission for approval:

- Clear and compelling subject line.
- Name or names of person or persons sending the message.
- Contact information for the person designated to handle follow-up questions and comments.
- Date intended for distribution and, if necessary, rationale for a reminder/follow-up email.
- Use of plain text (avoid HTML).
- Clear and concise messaging, no more than one screen page.
- Limited size of images and attachments to facilitate mobile accessibility.

Additional information may be made available via verified links in the text of the email. Emails should not include or attach personal, confidential, or sensitive information.

Stockton currently maintains mass email lists for the following:

Email Address	Moderated	Approved Sender List	Opt-Out Possible	Use
Employees@stockton.edu	No	Cabinet, Emergency, Facilities, URM, Presidents Office, ITS	No	Employee Wide Email, not open to anyone outside of approved sender list
Faculty@stockton.edu	Yes, Provost office designees	Cabinet, HR, Provosts Office, Faculty Union Representatives	No	Faculty Only Email, open to all faculty to send for approval
Staff@stockton.edu	Yes, Cabinet/URM/ITS/HR designees	Cabinet, HR	No	Staff Only Email, open to all staff to send for approval
EventPosting@stockton.edu	Yes, URM/Event Services/ITS designees	None	Yes	For Submitting Upcoming Events, open to all faculty/staff to send
Stocktalk@stockton.edu	Yes, HR/ITS designees	None	Yes	For Employee-Employee Communication, encouraged to reply only to sender, not group.

Terms
Moderated: A person or persons will have to approve email before distribution to the list.
Approved Sender List: Allows for list of approved senders. If a moderated group, approved senders' email skips moderation process. If not a moderated group, approved senders are the only people who can send to the group.
Opt-Out Possible: Allows individuals to opt out of the group.

This process is governed by Policy XXXX and Procedure XXXX.