Policy on the Use of Mass Email at Piedmont Virginia Community College

I. General Principles

Piedmont Virginia Community College encourages and promotes the use of electronic mail to further communication for academic and administrative pursuits. The use of mass Email is solely reserved for PVCC business. The purpose of this policy is to inform members of the college community on issues of appropriate use of mass electronic mail to PVCC students. The college greatly values the integrity of our users' Email accounts and the information contained therein. By using college-owned and provided Email services, the user agrees to comply with all college policies and procedures, and local, state and federal laws. It is important to keep in mind that Email is easily copied, forwarded, posted or otherwise shared with third parties.

Email traffic, like other College and VCCS networking and computing resources, may be monitored to ensure efficiency and to safeguard VCCS resources in accordance with the Policy on Information Systems Security.

II. User Responsibility

Users of PVCC mass Email services have the responsibility to:

> • Send the Email from a PVCC Email address

> • Comply with College policy and procedures, federal, state and local laws, including, but not limited to, copyright, trademark, patent and trade secret laws;

> • Ensure that all material sent *via* mass Email is factually and grammatically correct;

> • Editing of the content is the responsibility of the sender and his/her supervisor.

> • Ensure that all material sent *via* Email is attributable to the individual, organization or office sending it. To send a mass Email in a manner that creates the impression it was sent from another source or to otherwise interfere with the delivery, transmission or receipt of an Email is a violation of this policy;

> • Mass Emailings must be directed to intended recipient groups as appropriate. If such mass mailing is not selective, it is considered as SPAM, and is in violation of this policy.

III. Student Mass Email Policy

Mass Emailing is defined as Emailing to all PVCC credit students (those enrolled the previous semester, current students and students who have applied for admission but are not yet enrolled) including dual enrollment students. Therefore if content of your message is not intended for dual enrolled students, please use the following disclaimer:

This message is the property of Piedmont Virginia Community College. It is being sent to all credit students. If you are a dual enrollment student, please disregard.

Messages that can be sent for distribution to these lists include, but are not limited to:

> • Announcements of campus sponsored events
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> • Announcements of official policies or changes in policy
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> • Announcements of disruptions or changes in services (i.e., upgrades to campus network, etc.)
>
> • Announcements of academic deadlines

All mass Email messages will contain the following:

> • Subject line with clearly stated subject
>
> • From: line that contains Email address of sender
>
> • Signature information that gives name and department of sender
>
> • Line indicating contact information of the mass Email sender

Mass Email messages cannot contain attachments. Instead, a link to an appropriate web page that includes the detailed information should be provided if applicable in the body of the message. The message should be in text format. Avoid using formatting normally associated with a word-processing document or an HTML file such as fonts, boldface, italics, or variable type sizes. Use black lettering only and avoid graphics.

IV. Sending Email to specific groups of students

Group Emailing is intended for use where the message is of common importance to the receiving community but not the entire student population. Email addresses to specific groups of students must also follow the Student Email Policy.

V. Privacy statement

Users of college Email services are placed on notice that under the Virginia Public Records Act all records that are created by, received by, under the authority of, or coming into the custody, control, or possession of the college or college officials presumptively are public records. Such records include messages stored in electronic or magnetic format. All Email communications, therefore, unless subject to a specific statutory privilege, must be produced under the Virginia Public Records Act, and when relevant, are subject to discovery in civil litigation.

There is no guarantee for privacy associated with the use of Email resources. It may be necessary to view electronic data, records, information related to those records, or information relating to the use of

resources. For details on systems monitoring please see the Information Technology Security Policy (www.pvcc.edu/it/).

VI. Enforcement

The college considers violation of this Policy to be a serious offense. The college will protect its systems, networks and computing resources from events or behavior that threaten or degrade operations. Violations of this policy will be referred to appropriate offices for enforcement under existing college policies and procedures.

VII. Procedure

This is procedure is to be followed only if you intend to send a mass Email message to all PVCC students.

A. What you need to do the first time you want to send a message to all students

While the system is available to all faculty and staff, please contact the Help Desk by phone at 961-5261, or email at help@pvcc.edu to initially set up your email address on the PV-Students listserv. An administrator of the listserv will be contacted by the Help Desk and process the request within two hours during normal business hours. A notification will be sent to your PVCC email address with necessary instructions if any.

B. When you are ready to send a message

Go to your PVCC Email and send the message to pv-students@lists.vccs.edu. Remember to copy and paste the disclaimer statement at the top of your message as necessary.

C. What if you want to send an Email to a specific group of students?

You must submit a written request to the Information Technology Helpdesk detailing the specifics of the group or category with which you plan to communicate. A list will be produced and Emailed to you within three days of your request. The list can be copied and pasted into the BCC field your Outlook before you send the message. If the list contains more that 100 names, the Information Technology Team will have to send the message on your behalf. Some groups such as social activity groups and their membership may not be extracted as that information is NOT collected and stored in the Student Information System.

Please contact the Helpdesk at help@pvcc.edu if you need a list of Email addresses to contact a subgroup of the student population.