



Mass Electronic Mailing

POLICY STATEMENT

Cornell University employs consistent procedures for notification and processing mass electronic mailings to the following constituencies: faculty, staff (academic and non-academic), students, and alumni. The university expects anyone sending mass electronic mailings to any or all of these constituencies to do so in accordance with the procedures outlined in this document.

REASON FOR POLICY

The university must exercise appropriate control over electronic communications so that it may properly maintain network performance and limit the number of unsolicited mail messages.

ENTITIES AFFECTED BY THIS POLICY

All units of the university (excluding the Weill Cornell Medicine)

WHO SHOULD READ THIS POLICY

- Individuals interested in mass electronic mailings, and those wishing to send them.

WEB ADDRESS FOR THIS POLICY

www.dfa.cornell.edu/treasurer/policyoffice/policies/volumes/information_tech/massmailing.cfm

Policy 5.2 Mass Electronic Mailing

RELATED DOCUMENTS

University Documents

[University Policy 5.1. Responsible Use of Information Technology Resources](#)

[Campus Code of Conduct](#)

[Code of Academic Integrity](#)

[Cornell University Policy on Abuse of Computers and Network Systems](#)

CONTACTS

If you have questions about specific issues regarding University Policy 5.2, Mass Electronic Mailing, call the following offices:

Subject	Contact	Telephone	E-mail/Web Address
Policy Clarification	IT Security Office	(607) 255-8421	security@cornell.edu
Alumni Constituency	Vice President for Alumni Affairs and Development	(607) 255-5142	
Computers and Network Systems	Chief Information Officer and Vice President for Information Technologies	(607) 255-7445	www.cio.cornell.edu
Faculty Constituency	Dean of the Faculty	(607) 255-4843	deanoffaculty@cornell.edu
Non-emergency Electronic Mail	Cornell Information Technologies Electronic Mail Manager		bulkmail@cornell.edu
Staff Constituency (Academic and Non-academic)	Vice President for Human Resources	(607) 255-3621	vp_of_hr@cornell.edu
Student Constituency	Vice President for Student and Academic Services	(607) 255-7595	

To call any campus number from 253, 254, or 255, dial only the last five digits.

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DEFINITIONS

These definitions apply to these terms as they are used in this policy.

Constituency	One of the following four groups of university individuals: faculty, staff (academic and nonacademic), student, and alumni.
Emergency E-mail	An electronic mail communication (e-mail) that, in the opinion of appropriate administrative officials, requires distribution through a software program that gives priority to that message above all others. Emergency mail communication has a deleterious effect on network performance, and is therefore used only in urgent or extraordinary circumstances (i.e., an immediate threat to life, property, or research, or other extraordinary circumstances).
Mass Electronic Mailing	An electronic mail communication (e-mail) directed to any or all of the following constituencies of the university: faculty, staff (academic and non-academic), student, and alumni.
Non-emergency E-mail	An electronic mail communication (e-mail) that does not fit the criteria of an <i>Emergency E-mail</i> . Non-emergency e-mail in bulk form is programmatically disseminated in a time-lapse progression and does not have an adverse effect on network performance.

Policy 5.2 Mass Electronic Mailing

GENERAL INFORMATION

Introduction

Cornell employs two forms of mass e-mail communication: emergency and non-emergency. Emergency mailings go to all faculty, staff (academic and non-academic), and students, but not to alumni. Non-emergency mailings follow one of two tracks: (1) specific constituencies (faculty, staff (academic and non-academic), students, or alumni), or (2) general campus-wide distribution.

◆**Note:** This policy does not limit or prohibit the use of other methods of e-mail dissemination.

◆**Note:** The president and the provost are not subject to the approval procedures described in this document.

Policy Specifics and Procedures

Emergency E-mail

Anyone wishing to send an emergency e-mail must do the following:

1. Receive the approval of the executive vice president and chief financial officer (EVP & CFO). In the absence of the EVP & CFO, the vice president for university relations must validate and approve the e-mail.
2. Depending upon the circumstances, either the individual wishing to send the mailing or the EVP & CFO will consult with the vice president for university relations as to the substance of the message. In addition, the administrative officer who approved the message (either the EVP & CFO or the vice president for university relations) will attempt to inform executives and deans, as appropriate, of the e-mail to be sent.
3. The approving individual will contact the appropriate office for dissemination of the mass e-mail.

Non-emergency E-mail to a Specific Constituency

Anyone wishing to send an e-mail to a specific constituency, specifically, faculty, staff (academic and non-academic), students, or alumni must do the following:

1. Send the request to the appropriate vice president or the dean of faculty for that constituency (see Table of Mass Electronic Mail Constituents, below).

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GENERAL INFORMATION, *CONTINUED*

2. The specific vice president or the dean of faculty will decide whether it is appropriate for distribution to his or her population.
3. If the specific vice president or the dean of faculty agrees to approve it, he or she should consult with the vice president for University Relations as to the content of the message.
4. Only the approving vice president or the dean of faculty may instruct the Cornell Information Technologies (CIT) electronic mail manager to send the e-mail, by contacting that individual at bulkmail@cornell.edu.
5. The CIT electronic mail manager will validate the authenticity of message and the sender. Upon validation, the messaging manager will return the e-mail, formatted for distribution to the constituency, to the sender for final approval before dissemination. Once approved, the e-mail is disseminated.

Table 1

Table of Mass Electronic Mail Constituents

Individual	Constituency
Dean of the Faculty	Faculty
Vice President for Alumni Affairs and Development	Alumni
Vice President for Human Resources	Staff (academic and non-academic)
Vice President for Student and Academic Services	Students

Non-emergency Mailing for Campus-wide Distribution

Anyone who has a communication intended for distribution to the entire university community (all four constituencies) requires the approval and review of the vice president for university relations. Only that vice president can instruct CIT to send the message by contacting the CIT electronic mail manager, at bulkmail@cornell.edu. The vice president for university relations will also inform executives and deans, as appropriate, of the message before it is distributed.

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RESPONSIBILITIES

The major responsibilities each party has in connection with this policy are:

Cornell Information Technologies Electronic Mail Manager	Disseminate non-emergency mass electronic mailings after appropriate approval.
Dean of Faculty	Approve dissemination of mass e-mails to faculty. When possible, consult with the vice president for University Relations before dissemination of mass e-mails to academics. Personally makes requests to Cornell Information Technologies (CIT) electronic mail manager for mass electronic dissemination to academics.
Executive Vice President and Chief Financial Officer	Approve all emergency mass e-mails. Consult with vice president of University Relations regarding emergency mass e-mails, if possible. Personally makes requests to CIT messaging manager for mass electronic dissemination. Prior to dissemination, inform executives and deans, as appropriate, of the action, if possible.
Vice President for Alumni Affairs and Development	Approve dissemination of mass e-mails to alumni. When possible, consult with the vice president for university relations before dissemination of mass e-mails to alumni. Personally makes requests to CIT electronic mail manager for mass electronic dissemination to alumni.
Vice President for Human Resources	Approve dissemination of mass e-mails to staff. When possible, consult with the vice president for university relations before dissemination of mass e-mails to staff. Personally makes requests to CIT electronic mail manager for mass electronic dissemination to staff.
Vice President for Student and Academic Services	Approve dissemination of mass e-mails to students. When possible, consult with the vice president for university relations before dissemination of mass e-mails to students. Personally make requests to CIT electronic mail manager for mass electronic dissemination to students.
Vice President for University Relations	When feasible, review emergency mass e-mails. Review non-emergency mass e-mails intended for dissemination to all constituencies. When consulted, review mass e-mails to other constituencies. Personally make requests to CIT electronic mail manager for non-emergency mass electronic dissemination.
