

## **Endicott College Bulk Email Policy and Email Communication Standards**

With the development of new technologies, our methods of inter-community communication are continuously evolving. Email remains a strong tool for message distribution, but its increased frequency of use requires a policy to ensure communications are beneficial to all and efficiently utilized. The policies and procedures below aim to reduce the amount of inbox clutter for all Endicott community members and allow us to communicate as effectively as possible.

Because of the high volume of email, as well as our dependence on its reliable delivery, it is important that we observe best practices to ensure efficient use of email in a manner that is beneficial to all.

### **Bulk Email Policy**

#### **Why implement a bulk email policy?**

We consider the Endicott College community a tight-knit one, so it may be easy to forget that our community-wide email distribution includes a very large number of recipients. We collectively need to begin assessing each potential community-wide email to ensure distribution to all recipients is important and necessary. If it is not, senders should seek out alternative methods using more specific avenues of dissemination, such as distribution lists, intranet postings, web pages, social media, non-bulk email, newsletters, etc. Regardless of the purpose, if you are considering mass mailing, be sensitive to the fact that Endicott community members may not wish to receive unsolicited email that has nothing to do with their duties or mission here, and your email should be appropriately targeted.

Additionally, as email is increasingly being replaced by alternative communication methods, especially by students, it's important to ensure we make email communication as streamlined as possible to increase open- and read-rates. **Attention to improving accessibility to all recipients will help ensure email continues to be considered an important avenue of communication and not a bullhorn to be ignored.**

#### **Who does this policy apply to?**

This policy applies to all faculty and staff sending bulk email messages to the Endicott community at large, including faculty, staff, and students, using a compiled distribution list of over 100 recipients. Bulk email is unsolicited email sent quickly in large quantities and includes any message sent to a distribution list address such as [ecstaf06@endicott.edu](mailto:ecstaf06@endicott.edu) or [faculty@endicott.edu](mailto:faculty@endicott.edu). Academic departments sending messages to their enrolled students are exempt from this policy; however, they are highly encouraged to communicate with discretion using the "[Email Communication Standards](#)" and to keep in mind the high volume of email students receive every day.

## Who is authorized to send bulk email?

**Bulk email may only be sent by the authorized Communication Representatives in departments named in this policy.** If you need to send a bulk email, you must work with the Representative in your department. These departments and Representatives are:

Department	Communications Representative	Authorized to send to
Academic Administration	Laura Rossi-Le, Joanna Nandi	Students, faculty, staff
Academic Resources/Library/Writing Center	Katie Barnes, Teresa McGrath, Krystal Roderquis	Students, faculty, staff
Academic Technology	Kent Barclay, Jane Tutein	Students, faculty, staff
Admissions	Tom Redman, Megan McGovern	Students, faculty, staff
Athletics	Rob Palardy, Mark Kulakowski, Jodi Cipolla	Students, faculty, staff
Bookstore	Lorie McMahan	Students, faculty, staff
Campus Safety/Parking	Matt Shedden, Darren Knope, Kerry Stokes	Students, faculty, staff
Career Center	Dale McLennan	Students, faculty, staff
Communications/ Museum & Archives	Joanne Waldner, Erin Dougherty Hatch	Students, faculty, staff
Community Service	Lauri Rawls	Students, faculty, staff
Conferencing	Eileen Geyer	Faculty, staff
Dining	Paul Belski, Dolores Chesley	Students, faculty, staff
Finance/Treasurer/Purchasing	Susan Ayers, Lynne O'Toole, Anthony Ferullo	Students, faculty, staff
Financial Aid	Marcia Toomey, Katie Kanter	Students, faculty, staff
Human Resources	Sally Arnold	Faculty, staff
Institutional Advancement	Vanessa Stolar	Faculty, staff
International Office	Warren Jaferian, Chris Moca, Elyse Fairburn	Students, faculty, staff
Internships	Cindy Richard	Students, faculty, staff
IT/Tech Support	Gary Kelly, Jeanne Commette, Bernard Harlow	Students, faculty, staff
Payroll	Rick Matthews	Faculty, staff
Physical Plant/ Sustainability	Rick Gagnon, Dennis Monaco, Annemarie Sanfilippo	Students, faculty, staff
President's Office	Dr. Richard Wylie	Students, faculty, staff
Publications	Carol Raiche	Faculty, staff
Registrar	Rosa Cadena	Students, faculty, staff
Research Center	Peter Hart	Students, faculty, staff
Residence Life	Erika Hendrick	Students, faculty, staff
School of Arts & Sciences	Gene Wong, Marie Mello	Students, faculty, staff
School of Business & Technology	Michael Paige, Amanda Finnegan	Students, faculty, staff
School of Communications	Laurel Hellerstein, Ellie Pye	Students, faculty, staff
School of Education	Sara Quay, Melanie Melanson	Students, faculty, staff
School of Hospitality	Bill Samenfink, Brendan Cronin, Peter Jenner	Students, faculty, staff

School of Nursing	Cheryl Nally	Students, faculty, staff
School of Sport Science & Fitness	Deb Swanton, Pat Swisher	Students, faculty, staff
School of Visual & Performing Arts	Heather Tobin, Amanda Beard, Becca Keneally, Kerry Chricton, Kathleen Moore, Mark Towner	Students, faculty, staff
Special Projects & Ombudsperson	Denise Bilodeau	Students, faculty, staff
Student Activities	Sarah Swillo	Students, faculty, staff
Student Affairs/Counseling/ Health Center	Barbara Lucier, Will Schimpf, Brandi Johnson, Brandon Dawson	Students, faculty, staff
Telecommunications	Pam Droney	Students, faculty, staff
Van Loan School	Mary Huegel, Wendy McScweeny	Students, faculty, staff
Wylie Inn & Conference Center	Paul Tomchyshyn	Faculty, staff

If there is no relevant department or you have an emergency announcement, contact Erin Dougherty Hatch or Joanne Waldner in College Communications for case-by-case approval and distribution.

### **Guidelines and criteria for sending bulk email**

Generally speaking, bulk email is appropriate for:

- Messages that directly relate to carrying out the business of the College
- Messages that inform a select group of people (e.g. faculty, staff, students, members of a specific school or department, etc.) of an announcement or event related to their specific role within the College
- Emergency notices
- Expected street, traffic, and parking interruptions
- General College announcements, such as travel alerts or holidays
- College **broad-interest** special events, such as Homecoming, Orientation, or Move-in Day

Inappropriate use of bulk email includes, but is not limited to:

- Messages that are not in line with the mission of the College
- Messages that are personal in nature
- Messages that are commercial in nature with the exception of those messages that are in support of College business
- Messages advertising a niche-market event or service to a broad audience

### Alternatives

For announcements that do not meet the appropriate bulk email criteria, seek alternative options for dissemination: departmental newsletters, mailings, memoranda, and distributed announcements; social media; announcements placed on College web pages or intranet; posting of events on the EC Events Calendar; or posting to an appropriate targeted distribution list with permission of the list owner.

## Factors to Consider When Sending Bulk Email

- A bulk message should be brief, self-explanatory, clear, and concise, and should only be used for important messages relevant to all recipients.
- Send collaborative messages with others at the College to avoid redundancy; **consolidate content when possible to avoid duplicating similar email subjects.**
- Avoid sending frequent or repeated messages. Monthly or quarterly electronic newsletters are preferred.
- Plan ahead – When marketing events, plan announcements in a timely manner and do not rush blasts right before an event starts.
- Avoid sending multiple emails regarding the same event or announcement. One initial announcement and one reminder are sufficient.
- Avoid sending attachments as they take up more disk space and degrade server performance. A link to a web site (URL) or a document sharing solution is preferred. If it is necessary to send attachments, the total message size should be under 1 MB. If you are working in Outlook, you can save your email as a draft to view the size of the attachment and any images.
- Only include images when it is crucial to the message – remember that many may read this email on a mobile device and not see the photo – information should be included in text and photos should be severely sized down. Use a free service like Microsoft Office Picture Manager or [Web Resizer](#) to ensure photos are smaller than 500KB. **Do not attach and embed a photo, only include it once.**
- Messages that are essentially advertisements for lectures, seminars, or other similar programs should be sent to unit-specific lists of email addresses of recipients with demonstrated interests in their programs.
- All electronic communications are expected to comply with federal and state laws, as well as College regulations and policies, including those governing public computing resources, security considerations, and ethics in computing.
- Before using a list that someone else owns, you must ask permission to use it. **Access to a list does not necessarily imply permission to use it.**

## Bulk email sending checklist:

- Identify target audience for message; ensure message is tailored appropriately
- Determine if a distribution list address exists for needed audience; you can contact Jenny Connors at [jconnors@endicott.edu](mailto:jconnors@endicott.edu) or x2349 to ask about a list. If you need a new list made, contact Erin Dougherty at x2218 or [edougher@endicott.edu](mailto:edougher@endicott.edu) to request ad-hoc list compilation. Note: this step may take several days to process, so please plan ahead.
- Review message for grammar, spelling, and information accuracy; double-check links and attachments
- Ensure message does not exceed 1MB in size
- **Ensure To, From, CC and BCC fields are filled out properly**

## Email Communication Standards

The way we use email can have a significant impact on its readability and effectiveness. When targeted correctly and used intelligently, we can ensure our emails are read more often and constitute an efficient use of everyone's time and effort.

## **Content and Design**

**Subject line** – Ensure your subject line is short and relevant. It should not be too broad and should cover most points offered in the email. For example: “Notice to Employees: Parking restrictions for Sept. 2 orientation” is preferable to “Orientation is here!”

**Less is more** – Clear and concise text will get your message out quickly and more thoroughly. An email that is too long will often get scanned, not read, and important points may be missed. Use bullets for lists or to separate content into readable segments, and keep the entire email as brief as possible.

**Link to online information** – If large quantities of information need to be communicated, use links to online sources that readers may click on if needed, rather than including all of the information in the email itself. Outline the information in the email and provide read-more links. This is especially useful for sharing photos, as attaching or embedding is a clunky solution to sharing.

**Use clean URLs** – Use the shortest URL address possible or hyperlink text to keep links clean. A list of user-friendly URLs is available on the intranet under Employee Resources.

Correct: [www.endicott.edu](http://www.endicott.edu)

Incorrect: <http://www.endicott.edu/>

The College also has a Bitly account to assist with shortening URLs; Bitly provides link tracking and uses the [endi.co.tt](http://endi.co.tt) domain for branding. Please contact Erin Dougherty Hatch, Director of Digital Communications, for login access.

**Grammar and spelling** – Ensure you check grammar and spelling before sending your email. You can set up Outlook to automatically scan each email before sending, should you prefer. And most importantly, if there is a mistake or typo in your email that does not significantly alter the message, **do not re-send it** to correct it or apologize. This applies most significantly to bulk email messages.

**Attachments** – Bulk emails or unexpected emails should not be larger than 1MB in size. If large files need to be shared in bulk email, either link to an online hosting space or use a service like Dropbox that recipients can visit if needed. Individual communications may consist of very large files, though it’s considered good etiquette to warn the recipient first that a large file is coming through. Do not attach a file or image that is also embedded, as this creates unnecessary duplication.

**Reply all** – Review **all recipients** of an email before utilizing the reply-all function. Only use this version of reply if it is actually necessary for all recipients to receive your response. If the conversation is better suited for one-on-one communication, leave others out as a courtesy.

**Style** – Outlook offers many options in email styles, including background fills and font color variations. For a professional look, keep backgrounds solid white and text to blue or black. Avoid using flowery fonts.

**Signature** – The College suggests all employees utilize the same signature style to promote brand cohesion. **We suggest the general use of:**

- Name
- Title

- Endicott College (Dept)
- Physical address (if needed)
- Phone
- Fax (if needed)
- Endicott logo (if desired – for optimal viewing, use only [this logo in this size](#) for the day school, and [one of these logos](#) for Van Loan.)
- Links to social media or relevant web pages (if desired)

The College also suggests that you keep your signature as short as possible; avoid comments on printing, announcements on privacy or 'if this email was sent in error' notices. Font size should not be larger than 12 pt.

### **Customer Service**

**Timing** - Email is often intended to be a short-term form of communication. Please answer emails in a timely manner to ensure the highest form of customer service, both internally and externally.

**Out of Office** - If you are going to be out of the office and unreachable by email, set up an out-of-office message to inform those seeking contact that you will not be responding. Make sure you include:

- The dates you will be out of the office and unreachable
- Any alternate forms of contacting you, if applicable
- The date you will be back in the office or answering emails again
- Information regarding an alternate contact in your office for matters requiring immediate attention

If you have questions or need assistance in any of these areas, please contact the Director of Digital Communications at x2218 or the IT help desk at x2072. You may also find the following online tutorials and tools helpful:

- [How to set up an out of office message and edit your signature using Webmail](#)
- [How to embed a linked image in your email signature \(Outlook\)](#)
- [Dropbox](#)
- [Web Resizer](#)