

## **Guidelines for Mass Communications via Electronic Mail on the UDMERCY.EDU Network**

The use of University email accounts to promote University events or to communicate University business is permissible within guidelines as noted below.

Please keep in mind that most recipients do not want to receive unsolicited or irrelevant email; therefore it is prudent to evaluate the appropriateness of your message.

Detroit Mercy maintains a number of distribution lists for targeted communications on the listserver.udmercy.edu system. Communications sent to lists are generally reviewed prior to distribution during standard University hours.

### **Appropriateness**

1. The content of mass distribution messages should be appropriate for the majority of the targeted list population and not a small subset.
2. Messages advertising events must be for events that have a direct relationship with Detroit Mercy and must be sponsored by a recognized Detroit Mercy entity.

A posting pertaining to a personal event someone will be attending (e.g. Walk for the Humane Society) encouraging others to join is not appropriate unless Detroit Mercy is a recognized sponsor of the event.

3. Course advertisements are to be communicated through the program chair to the faculty list where advisors may communicate the appropriateness of advertised courses to advisees.
4. Reminder messages are to be limited to just one message per event every thirty days. Routine reminders, particularly when not appropriate for the majority recipient population are often seen as nagging SPAM and are to be kept to a minimum.
5. For sale messages of personal products or services are not permitted.

### **Sender Requirements**

1. Messages should be clear and concise - no more than one page. Additional information may be made available via a link in the text of the email.
2. Messages must originate from an @udmercy.edu account.
3. Messages from student organizations must originate from the student organization email account of an actively registered Student Life Office organization.

4. Messages advertising an event must verify the event has been added to the University's online calendar prior to submission for distribution.
5. Full details are required and messages may be rejected for resubmission if obvious information is missing.
6. Correction messages or rescheduling messages should be limited to the bare minimum.
7. Messages may be rejected for spelling or factual inaccuracies.
8. Messages that only contain an attachment will be rejected. It is suggested the sender include a note pertaining to the contents of the attachment.
9. Most large distribution lists limit the size of attachments. Attachments should be kept to a minimum size. If necessary, attachments should be placed on a web server and the URL to the document distributed within the message.
10. Subject lines must be descriptive in nature about the content of the email. Don't try to deceive or trick recipients into opening emails.

Although convenient, email may not be the most effective way to reach your audience. At Detroit Mercy there are multiple printed and online publications, websites, campus mail, bulletin boards, a radio station, TV channels, advertisement boards and other channels for communication that may be used for announcements or promotion. All are subject to various University regulations.

### Mass Distribution Lists

<a href="mailto:administrators@listserv.udmercy.edu">administrators@listserv.udmercy.edu</a>	All administrative employees
<a href="mailto:employees@listserv.udmercy.edu">employees@listserv.udmercy.edu</a>	All employees (including faculty)
<a href="mailto:faculty@listserv.udmercy.edu">faculty@listserv.udmercy.edu</a>	All faculty (including adjunct)*
<a href="mailto:staff@listserv.udmercy.edu">staff@listserv.udmercy.edu</a>	All staff employees
<a href="mailto:students@listserv.udmercy.edu">students@listserv.udmercy.edu</a>	All currently enrolled non-professional students
<a href="mailto:students_plus_dental_law@listserv.udmercy.edu">students_plus_dental_law@listserv.udmercy.edu</a>	All currently enrolled students
<a href="mailto:students-Architecture @listserv.udmercy.edu">students-Architecture @listserv.udmercy.edu</a>	All School of Architecture students
<a href="mailto:students-Business@listserv.udmercy.edu">students-Business@listserv.udmercy.edu</a>	All College of Business Administration students
<a href="mailto:students-CHP@listserv.udmercy.edu">students-CHP@listserv.udmercy.edu</a>	All College of Health Professions students
<a href="mailto:students-CLAE@listserv.udmercy.edu">students-CLAE@listserv.udmercy.edu</a>	All College of Liberal Arts and Education students
<a href="mailto:students-Dental@listserv.udmercy.edu">students-Dental@listserv.udmercy.edu</a>	All School of Dentistry students
<a href="mailto:students-ES@listserv.udmercy.edu">students-ES@listserv.udmercy.edu</a>	All College of Engineering & Science students
<a href="mailto:students-Law@listserv.udmercy.edu">students-Law@listserv.udmercy.edu</a>	All School of Law students
<a href="mailto:students-Residence@listserv.udmercy.edu">students-Residence@listserv.udmercy.edu</a>	All students living in Residence Life
<a href="mailto:students-undergrads_senior_rank@listserv.udmercy.edu">students-undergrads_senior_rank@listserv.udmercy.edu</a>	All undergraduate students with senior rank
<a href="mailto:students-University_College@listserv.udmercy.edu">students-University_College@listserv.udmercy.edu</a>	All UAS students

\*The faculty listserv is unregulated for postings by listserv members. Non-member posts to the list are reviewed prior to distribution.