

## **Pulaski Technical College**

### **Bulk Electronic Mail Distribution List Policy**

#### 1. Introduction

Pulaski Technical College recognizes that Electronic Mail is an effective way for distributing announcements, information, and notices to a wide campus audience. A bulk message is one that is directed to multiple recipients. The purpose of this document is to outline and define consistent College policy on “Bulk” Electronic Mail Distribution Lists.

#### 2. Distribution Lists Defined

- a. Global Distribution Lists – This type of lists contains all college users and is populated by Active Directory. They are found in the global address list section of the Outlook client. These include lists such as All PTC Users, PTC Staff, PTC Faculty, and All PTC Students. Computing Services will maintain these lists under the direction of College Advancement.
- b. Divisional/Departmental Distribution Lists – This type of list is used for departmental and divisional communications. Membership is maintained by the Department/Division office that uses the list. Computing Services will create the list under the direction of the Department or Division that will utilize it. They will also set up access and provide any training needed.
- c. Local Distribution Lists – This type of list is used for committee, organization, and inter-departmental correspondence. The local list is maintained by the Chair or Leader of the list members or an assigned designee. These lists are not accessible through the global address list.

#### 3. General Guidelines

- a. The list manager must be a member of the list and is responsible for maintaining its appropriate use.
- b. List members must abide by Pulaski Technical College’s Internet and E-mail Acceptable Use Policy
- c. Except for the Global Distribution Lists, all lists should have an “opt-out” option, i.e. a simple way for a recipient to request that they be removed from the list.
- d. Messages should target only those who are affected or interested. Sending messages to a large list in order to reach only a few people should be avoided.
- e. Content of the message should be something that all or most recipients either need or want to know.
- f. Messages should not include an attachment. Messages should be brief and include an URL to a web page if additional information is required.
- g. Messages should be in plain text format for universal readability. Use web pages to show formatted information, pictures, or tables. HTML-formatted content is also readable by most e-mail programs. If you choose to send HTML-formatted mail,

embedded graphics should be posted on a Web page with only a reference in the body of the message.

- h. Messages should not be sent multiple times. People will tolerate an occasional message that does not interest them, but they quickly anger at repetition.