

SENDING BROADCAST EMAIL AT RUTGERS-NEWARK

revised guidelines, March 2005

General Policy Statement Regarding Broadcast Email

It is the policy of Rutgers University that campus-wide broadcast email messages be consistent with the academic mission of the university. For the purpose of this policy, broadcast email is defined as a mass email sent to all students, faculty and/or staff on important and relevant matters. With the increasing volume of mail received by members of the campus community, it is important that we avoid overuse of "broadcast" emails that result in blanket emails or "spamming" or in such volume that impairs the operational integrity of our network facilities.

Basic Information & Guidelines

- All official **Rutgers Automated Mass-Mailing System** lists (RAMS) are moderated.
- Any student, faculty or staff member can send a broadcast email by submitting a message to a RAMS list, subject to the conditions in the section below.
- Messages submitted for Rutgers-Newark broadcast are automatically sent to the campus moderators (one for faculty/staff; one for students).
- The campus moderators have final approval of all messages; according to policy established by the Office of the Provost.
- Campus wide messages may only be sent from a Rutgers email account, with appropriate signature identification, including full name of the sender.
- Campus wide messages are received by all users with accurate email addresses in their student or employee records, maintained by **Administrative Computing**.
- Broadcast emails can be sent to all faculty, all staff and all students.
- Many colleges, departments, and units also maintain email lists at rams.rutgers.edu; these lists may be used as deemed appropriate by the designated college, department or unit moderator.

Appropriate Messages

- Emergency notices, including class cancellations, weather advisories, and other urgent messages of general concern.
- Notification of campus network or other computer related events, including service outages, campus closures, and policy changes.
- Late cancellation of major campus wide events.
- Special initiatives, programs, and/or events sponsored by the R-N Provost, including those in partnership with other campus or community organizations.
- New regulations, policies and procedures of campus-wide importance.
- Campus Safety Alerts.
- Physical Plant Alerts
- Health and environmental safety information.
- Messages considered of primary importance by the R-N Provost.

Inappropriate Messages

- General announcements of meetings and events. (Instead, refer to the **R-N public events calendar** or the **Robeson Campus Center student activities calendar**).
- Messages of a personal or commercial nature
- Messages which include attachments, graphics or images.

How to Submit Broadcast Email

Compose a brief message; up to 20 lines, with no more than 80 characters per line. If needed, include a URL that refers the reader to a web site where more information can be obtained.

Include the full name of the sender in the body of the email.

Go to <http://rams.rutgers.edu>, click on "existing lists", select the Newark list, and send your message to the appropriate address. **Note: You will be asked to enter your NETID and password**

Generally, approved messages will be distributed after 5pm on the date submitted, except on weekends and university holidays.

Emergency messages can be sent out before 5pm. If the situation warrants, please contact the following R-N broadcast email moderators:

- **Faculty/staff list:** Helen Paxton or Carla Capizzi, Office of Campus Communications
- **Students list:** Gerald Massenburg or Lenore Pearson, Office of the Provost
- **Back up moderators:** Marie Botticelli or Nath Kaplan, Newark Computing Services.