

60-3 Broadcast Messages on ENMU System Electronic Mail (Email)

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1. **Purpose.** The purpose of this document is to set forth the Eastern New Mexico University System (the System) policies and procedures regarding the broad dissemination of electronic mail (e-mail) messages.
2. **Policy.** The following policies are established in furtherance of the above purpose:
 - A. To the extent that email serves as a communication medium, it is appropriate and necessary for the System to define and control its use. While it is clear that email is appropriate for one-to-one and one-to-group communication, the acceptable use of email for broadcast purposes (email of a general nature sent to the entire mailing directory) needs to be defined and controlled to avoid a junk mail syndrome where email boxes are cluttered with unwanted messages.
 - B. Broadcast email is intended for individual communication where timely, indirect interaction is required. Messages of a general nature directed at a broad audience should use other appropriate forums to disseminate information (such as general memos, newsletters, flyers, posters, etc.).
 - C. The content of broadcast emails must follow these guidelines:
 1. The message must be relevant to the campus sending the message or may address a non-profit community event related to or an event/activity sponsored by the campus or a campus department or club/organization.
 2. Messages should not be a business advertisement or solicitation (this includes individual employee businesses). Messages asking for donations or selling tickets or other items for non-ENMU System organizations are prohibited.
 3. Messages should not be political or religious in nature or contain obscene or other objectionable content.

The foregoing purpose and policies are implemented by the following.

Procedures

3. **Administration.** These policies and procedures are administered by Information Technology Services (ITS), with oversight by the ENMU System chief information office (CIO).
4. **Definitions.** In this document, the following words have the following meanings:
 - A. "Email" means an electronic communications capability, which uses a computer-based data network to transfer messages from one (1) computer account to another.
 - B. "Broadcast email," means sending/transmitting messages that are characterized by their universal distribution and lack of specific one-to-one communication.
5. **Broadcast Messages Allowed.** Broadcast email messages should be restricted to significant communication to a broad audience when time does not allow for communication in other mediums

(such as memos, newsletters, flyers) or the topic is of such importance that it is deemed necessary or beneficial to communicate immediately.

6. Permissions. Permissions to send a broadcast email message must be obtained by the appropriate senior administrator on the Portales, Roswell or Ruidoso campus

A. On the Portales campus, senior administrators will determine appropriate broadcast email messages under their area of supervision (Including but not limited to the VP for Student Affairs for student activities, CIO for technology issues, VP for Academic Affairs for academic activities and issues, System CFO for Business Affairs, VP for Planning, Analysis and Governmental Relation and the office of the President for University-wide issues.) Messages for the entire System will be authorized by the System chancellor.

B. Branch community college campuses will determine the appropriate executive administrator who will approve campus broadcast email messages.

7. Guidelines for Broadcast Emails.

A. Broadcast email messages should be as concise as possible and cannot include color, graphics, underlining, bold letters, or variations in font size. All broadcast email messages appear in a standard font and font size.

B. The message intended for broadcast shall be sent to the appropriate office of the senior administrator for review before the email posting.

C. On the Portales campus, senior administrators may approve the sending of approved broadcast email messages through the Portal “My Messages” application as well as via email distribution lists.

D. Before any campus-wide message can be sent from the ENMU-Roswell Help Desk, the message must first be approved by the president’s office, one of the vice presidents, Human Resources office, College Development office or Campus Security. The written approval from one of these administrators must be contained in the message so that the Roswell Help Desk can easily verify that the message is approved to send. Messages concerning security, plant issues, network, SSB/Banner issues will be sent without requiring prior approval. Recurring messages (copier reading, activity report, cafeteria menu, etc.) do not need prior approval.

Approved by Board of Regents, September 7, 2006.

Amendments approved by the Board of Regents, March 29, 2019.