POLICY STATEMENT

Cornell University employs consistent procedures for notification and processing mass electronic mailings to the following constituencies: faculty, staff (academic and non-academic), students, and alumni. The university expects anyone sending mass electronic mailings to any or all of these constituencies to do so in accordance with the procedures outlined in this document.

REASON FOR POLICY

The university must exercise appropriate control over electronic communications so that it may properly maintain network performance and limit the number of unsolicited mail messages.

ENTITIES AFFECTED BY THIS POLICY

All units of the university (excluding the Weill Cornell Medical College)

WHO SHOULD READ THIS POLICY

- Individuals interested in mass electronic mailings, and those wishing to send them.

WEB ADDRESS FOR THIS POLICY

www.dfa.cornell.edu/treasurer/policyoffice/policies/volumes/information tech/massmailing.cfm
Policy 5.2
Mass Electronic Mailing

RELATED DOCUMENTS

University Documents
University Policy 5.1, Responsible Use of Information Technology Resources
Campus Code of Conduct
Code of Academic Integrity
Cornell University Policy on Abuse of Computers and Network Systems

CONTACTS

If you have questions about specific issues regarding University Policy 5.2, Mass Electronic Mailing, call the following offices:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Contact</th>
<th>Telephone</th>
<th>E-mail/Web Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy Clarification</td>
<td>Office of Information Technologies, Director of IT Policy</td>
<td>(607) 254-3584</td>
<td><a href="mailto:it-policies@cornell.edu">it-policies@cornell.edu</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><a href="http://www.it.cornell.edu/policies/">www.it.cornell.edu/policies/</a></td>
</tr>
<tr>
<td>Alumni Constituency</td>
<td>Vice President for Alumni Affairs and Development</td>
<td>(607) 255-5142</td>
<td></td>
</tr>
<tr>
<td>Computers and Network Systems</td>
<td>Chief Information Officer and Vice President for Information Technologies</td>
<td>(607) 255-7445</td>
<td><a href="http://www.cio.cornell.edu">www.cio.cornell.edu</a></td>
</tr>
<tr>
<td>Faculty Constituency</td>
<td>Dean of the Faculty</td>
<td>(607) 255-4843</td>
<td><a href="mailto:deanoffaculty@cornell.edu">deanoffaculty@cornell.edu</a></td>
</tr>
<tr>
<td>Non-emergency Electronic Mail</td>
<td>Cornell Information Technologies Electronic Mail Manager</td>
<td></td>
<td><a href="mailto:bulkmail@cornell.edu">bulkmail@cornell.edu</a></td>
</tr>
<tr>
<td>Staff Constituency (Academic and Non-academic)</td>
<td>Vice President for Human Resources and Safety Services</td>
<td>(607) 255-3621</td>
<td><a href="mailto:vp_of_hr@cornell.edu">vp_of_hr@cornell.edu</a></td>
</tr>
<tr>
<td>Student Constituency</td>
<td>Vice President for Student and Academic Services</td>
<td>(607) 255-7595</td>
<td></td>
</tr>
</tbody>
</table>

To call any campus number from 253, 254, or 255, dial only the last five digits.
Policy 5.2
Mass Electronic Mailing

DEFINITIONS

These definitions apply to these terms as they are used in this policy.

<table>
<thead>
<tr>
<th>Constituency</th>
<th>One of the following four groups of university individuals: faculty, staff (academic and nonacademic), student, and alumni.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emergency E-mail</td>
<td>An electronic mail communication (e-mail) that, in the opinion of appropriate administrative officials, requires distribution through a software program that gives priority to that message above all others. Emergency mail communication has a deleterious effect on network performance, and is therefore used only in urgent or extraordinary circumstances (i.e., an immediate threat to life, property, or research, or other extraordinary circumstances).</td>
</tr>
<tr>
<td>Mass Electronic Mailing</td>
<td>An electronic mail communication (e-mail) directed to any or all of the following constituencies of the university: faculty, staff (academic and non-academic), student, and alumni.</td>
</tr>
<tr>
<td>Non-emergency E-mail</td>
<td>An electronic mail communication (e-mail) that does not fit the criteria of an Emergency E-mail. Non-emergency e-mail in bulk form is programmatically disseminated in a time-lapse progression and does not have an adverse effect on network performance.</td>
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</tbody>
</table>
GENERAL INFORMATION

Introduction
Cornell employs two forms of mass e-mail communication: emergency and non-emergency. Emergency mailings go to all faculty, staff (academic and non-academic), and students, but not to alumni. Non-emergency mailings follow one of two tracks: (1) specific constituencies (faculty, staff (academic and non-academic), students, or alumni), or (2) general campus-wide distribution.

◆Note: This policy does not limit or prohibit the use of other methods of e-mail dissemination.

◆Note: The president and the provost are not subject to the approval procedures described in this document.

Policy Specifics and Procedures

Emergency E-mail
Anyone wishing to send an emergency e-mail must do the following:

1. Receive the approval of the vice president for finance and chief financial officer (CFO). In the absence of the vice president for finance and CFO, the vice president for University Relations must validate and approve the e-mail.

2. Depending upon the circumstances, either the individual wishing to send the mailing or the vice president for finance and CFO will consult with the vice president for University Relations as to the substance of the message. In addition, the administrative officer who approved the message (either the vice president for finance and CFO or the vice president for University Relations) will attempt to inform executives and deans, as appropriate, of the e-mail to be sent.

3. The approving individual will contact the appropriate office for dissemination of the mass e-mail.

Non-emergency E-mail to a Specific Constituency
Anyone wishing to send an e-mail to a specific constituency, specifically, faculty, staff (academic and non-academic), students, or alumni must do the following:

1. Send the request to the appropriate vice president or the dean of faculty for that constituency (see Table of Mass Electronic Mail Constituents, below).
Policy 5.2

Mass Electronic Mailing

GENERAL INFORMATION, continued

2. The specific vice president or the dean of faculty will decide whether it is appropriate for distribution to his or her population.

3. If the specific vice president or the dean of faculty agrees to approve it, he or she should consult with the vice president for University Relations as to the content of the message.

4. Only the approving vice president or the dean of faculty may instruct the Cornell Information Technologies (CIT) electronic mail manager to send the e-mail, by contacting that individual at bulkmail@cornell.edu.

5. The CIT electronic mail manager will validate the authenticity of message and the sender. Upon validation, the messaging manager will return the e-mail, formatted for distribution to the constituency, to the sender for final approval before dissemination. Once approved, the e-mail is disseminated.

<table>
<thead>
<tr>
<th>Individual</th>
<th>Constituency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean of the Faculty</td>
<td>Faculty</td>
</tr>
<tr>
<td>Vice President for Alumni Affairs and Development</td>
<td>Alumni</td>
</tr>
<tr>
<td>Vice President for Human Resources and Safety Services</td>
<td>Staff (academic and non-academic)</td>
</tr>
<tr>
<td>Vice President for Student and Academic Services</td>
<td>Students</td>
</tr>
</tbody>
</table>

Non-emergency Mailing for Campus-wide Distribution

Anyone who has a communication intended for distribution to the entire university community (all four constituencies) requires the approval and review of the vice president for University Relations. Only that vice president can instruct CIT to send the message by contacting the CIT electronic mail manager, at bulkmail@cornell.edu. The vice president for University Relations will also inform executives and deans, as appropriate, of the message before it is distributed.
Policy 5.2
Mass Electronic Mailing

## RESPONSIBILITIES

The major responsibilities each party has in connection with this policy are:

<table>
<thead>
<tr>
<th>Party and Title</th>
<th>Responsibilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cornell Information Technologies</strong>&lt;br&gt;Electronic Mail Manager</td>
<td>Disseminate non-emergency mass electronic mailings after appropriate approval.</td>
</tr>
</tbody>
</table>
| **Dean of Faculty** | Approve dissemination of mass e-mails to faculty.  
When possible, consult with the vice president for University Relations before dissemination of mass e-mails to academics.  
Personally makes requests to Cornell Information Technologies (CIT) electronic mail manager for mass electronic dissemination to academics. |
| **Vice President for Finance and Chief Financial Officer** | Approve all emergency mass e-mails.  
Consult with vice president of University Relations regarding emergency mass e-mails, if possible.  
Personally makes requests to CIT messaging manager for mass electronic dissemination.  
Prior to dissemination, inform executives and deans, as appropriate, of the action, if possible. |
| **Vice President for Alumni Affairs and Development** | Approve dissemination of mass e-mails to alumni.  
When possible, consult with the vice president for University Relations before dissemination of mass e-mails to alumni.  
Personally makes requests to CIT electronic mail manager for mass electronic dissemination to alumni. |
| **Vice President for Human Resources and Safety Services** | Approve dissemination of mass e-mails to staff.  
When possible, consult with the vice president for University Relations before dissemination of mass e-mails to staff.  
Personally makes requests to CIT electronic mail manager for mass electronic dissemination to staff. |
| **Vice President for Student and Academic Services** | Approve dissemination of mass e-mails to students.  
When possible, consult with the vice president for University Relations before dissemination of mass e-mails to students.  
Personally make requests to CIT electronic mail manager for mass electronic dissemination to students. |
| **Vice President for University Relations** | When feasible, review emergency mass e-mails.  
Review non-emergency mass e-mails intended for dissemination to all constituencies.  
When consulted, review mass e-mails to other constituencies.  
Personally make requests to CIT electronic mail manager for non-emergency mass electronic dissemination. |