

Policy

Submitting Mass E-Mails to Otis College

- Date:** November 29, 2006
- Purpose:** Purpose of this policy is to establish the guidelines for accepting and distributing mass e-mails to Otis College's students, faculty, and staff.
- Scope:** This policy covers rules and procedures for distributing mass e-mails via Otis College's moderated e-mail lists.
- Discussion:** In order to cut down on the number of unsolicited e-mails to our students, faculty, and staff, Otis College maintains moderated e-mail lists for mass e-mails under the user name "Otis Community." The Information Systems group maintains these lists. The IS group uses the rules outlined in the next section to determine if an e-mail is to be sent out. The messages are reviewed for final approval by the Vice President of Enrollment if going to students, the Provost if going to faculty, and/or by the Vice President of Administration and Finance if going to staff. E-mails generated by Admissions, Financial Aid, Registration and Student Affairs sent to faculty and staff are approved by the Vice President of Enrollment. These individuals may relinquish this responsibility to the IS group with the provision that questionable messages will still sent back to those individuals for final review and approval.

To send an e-mail to the students, faculty, and/or staff distribution lists the following e-mail addresses have been established for Otis College:

Students:	oc_students@otis.edu
Faculty:	oc_faculty@otis.edu
Staff:	oc_staff@otis.edu

- Details:** The guidelines for accepting or rejecting an e-mail for distribution at Otis College are as follows:

1. No Classifieds (for sale, room for rent, lost and found, etc.);
2. Must include a specific date for an event (not "next Thursday");
3. Must specify the location for the event;
4. Provide a contact phone number when possible and appropriate;
5. Do not send "reminders" for events you have already published;
6. Only Otis College's recognized groups/events are allowed to be posted;
7. Identify sender when appropriate but do not incorporate signature block;
8. Do not include attachments;
9. Only use JPEG or GIF embedded images of less than 50K for each image and limit the number of images to three;
10. Write the announcement specifically for the Otis audience and eliminate all extraneous information; do not forward press releases or other materials prepared by other organizations.
11. Submit information at least 3 full working day before the event;
12. And, must have a subject line with as much detail as possible – e.g. date of event.

Otis Community e-mails will only be sent out between the hours of 8:30 am and 9:30 am and at 4:30 pm of normal business days. It can take up to three full business days to get the approval process accomplished before the message can be sent – so plan accordingly. Exceptions will be for cases of emergency (see Policy – Submitting High Importance E-Mails to Otis College.)

Sample: The following is an example of an e-mail to be sent to all faculty members:

Subject: Academic Assembly meeting Wed, November 15 at 11:15 AM in room 309

The Otis Academic Assembly will have its third meeting of the year this Wed, November 15 at 11:15 AM in 309
A live video link will also be available at the Fashion Design Campus at the CalMart for anyone who would prefer to join us there.

This Meeting will feature a very important vote on the proposed curricular changes and/or new program proposals brought forth by the Curriculum Committee. **Your attendance is crucial to a full consideration of these changes.**

The four proposals are:

- Fine Arts: curricular changes (further details to be provided at the November Assembly meeting, via hardcopy)
- Communication Arts / Fine Arts: shared Photography course requirements
- Communication Arts: curricular changes
- New M.F.A. (Graduate) Program in Public Practice

If you would like to review the materials associated with these prior to the November Academic Assembly meeting, they will be posted on the Otis Intranet; Academic Assembly homepage, under the Faculty tab. This can be accessed here: <http://intranet.otis.edu/AcademicAssembly/>

The meeting will also include presentation from Debra Ballard and Barbara Maloutas along with purposed changes to the running of AA meeting other Academic business.

We look forward to everyone joining us for this meeting.

Michael Wright, Co-Chair
Steve McAdam, Co-Chair
John Gordon, Provost

Revisions: 11/29/2006 – Created
12/12/2006 – Adopted by Senior Staff
12/09/2008 – Hours of distribution increased in the morning