Mass Email Guidelines for Academic Affairs

The University Mass Email Guidelines are available at www.sandiego.edu/its/policies/massmail.php. The following is the short version of the required information needed to send a mass email message from departments/offices of Academic Affairs to faculty, staff and/or students.

The following information is needed from the requestor

Designate the recipients of the message

- Messages can be sent to everyone at USD (request USD community) or to a designated group(s).
- Faculty, Staff and/or Administrators
- Faculty can be specified from specific schools or the College; however, cannot designate just full-time faculty. The message will go to all full and part-time faculty.
- Students: specify all students or undergraduate students, seniors, graduate students and/or law students

Sender of message: Provide name of sender – name of person or an office/department name such as Career Services, Center for Educational Excellence, Department of Music, etc.

Return email of sender: The return email address must be a USD email address. The return email can be the sender’s email or the office’s email address such as provost@sandiego.edu or careers@sandiego.edu.

Subject of Message: Short subject line – recommended no more than 10 words.

Content of Message

- Write a brief, clear message – what do readers need to know. Long messages may be returned to the sender for editing.
- Message must be fully proofed and ready to send. No “corrected” message will be sent after the original message has gone out.
- Include a web link in the message for additional information and/or link to a flyer
- Message formatting: bold, italics, underline and bullets. Include formatting in the message.
- Justification: Left or center justification

Images: The mass email system does not allow images as part of the message or as an attachment. A web link can be used to link to a flyer or other image/graphic.

Send the mass email message with the pertinent information above to Peggy Agerton at agertonp@sandiego.edu 2-3 days before the requested send date. Indicate a requested message send date (optional).

Test Message: When the message goes in the mass mail system a test message is sent to the email address provided - the subject line will start with (TEST). The test message is not used to make corrections/changes to the message but to review formatting and links. It is the responsibility of the sender to send a fully proofed message. However, because all formatting (bolding, links, etc.) must be placed in the mass mail system formatting and links may need to be corrected. Shortly after you receive the test message, or later that day, the mass message is distributed to the designated recipients. At that time you will receive a number of bounced-back, undeliverable messages. Delete the these messages. I cannot remove them from the system, although periodically the mass email system is purged of undeliverable emails.