

## OFFICE OF THE VICE PRESIDENT AND PROVOST MASS MAIL GUIDELINES

### OVERVIEW

Mass mail is email sent quickly in large numbers. It is recognized as an efficient, cost-effective, and environmentally-friendly use of technology and we use it at USD for the purpose of facilitating communication with our USD community and for basic university business.

### PROVOST'S OFFICE GUIDELINES

The Provost's Office will screen requests to send mass mail by using an approval process. To facilitate approval, please complete the [Approval Form for Mass Mail Requests](#).

### MASS EMAIL PROCEDURE AND CONTENT REQUIREMENTS

- **Policy:** Mass Mail generated through the Provost's Office will be used primarily for announcements regarding informational matters of university business, and not for commercial or marketing items by employees, departments, or units.
- **Mass Mail Request Form:** Please submit your [Mass Email Request Form](#) at least two business days before your intended delivery date. Although we will make a best-effort attempt to send out last-minute announcements, we can't ensure that such announcements will be delivered as requested.
- **Content** must be informational and of wide interest to the university community
- **Preparation** requires use of the **USD Email Builder Tool**, according to USD's brand standards.
- **Subject Line** appropriate to the content of the message body must be included.
- **Contact information** (phone and/or e-mail) to enable recipients to reply must be included.
- **E-mail "signature"** indicating who sent the message and what campus organization he or she represents must be included.
- **Responsibility:** Those sending mass emails are responsible and accountable for their message. This means that messages do not violate general rules of proper and ethical behavior or any laws. **Note:** You are responsible for adhering to the [University's Acceptable Use Policy](#).

### OTHER USD MARKETING AND PROMOTIONAL CHANNELS

- **Torero Weekly:** If you would like to communicate to the entire campus community, the Department of University Communications has developed [Torero Weekly](#). This newsletter is disseminated campus wide at the start of each week during the academic year.
- **USD promotional channels:** Other available methods of communication will be used whenever appropriate. [See this link for more information on this topic: USD offers numerous promotional channels.](#)
- **Grassroots Marketing:** Each unit is encouraged to work with delegated marketing managers in order to develop unit/school/department-specific lists of email addresses with demonstrated interests in their targeted email message.