

Blast Email

Summary/Purpose: This policy establishes a process for the authorization, approval, and distribution of mass/blast e-mails to off-campus constituencies. The purpose is to coordinate the transmission of e-mails to prevent over communication, i.e. spamming of alumni, donors, and friends of the University. A second purpose is to ensure a centralized, clean database of e-mail addresses.

A request to send a blast e-mail to an external audience (alumni, donors, friends, etc.) using the alumni database must come from a dean or vice chancellor (or the dean's or vice chancellor's designee), an alumni officer or a development officer. In the case of alumni and development officers, the request should have approval of the supervisor.

All requests for blast e-mails to external constituencies will be handled by the office of the Chief Communications Officer, University Communications.

In assembling the list for blast messages, Alumni will exclude individuals coded Do Not Solicit or Do Not E-mail in the BSR Advance database.

The UM Foundation, University Communications, Athletics Assoc., Alumni Assoc. and University Development are responsible for sending their own blast e-mails. Requests from areas other than those stated above should be submitted through the Alumni online report site. Requesting entity must provide desired date of send, approximate number of recipients, purpose of send, and final/approved message content.

Design needs should be directed to University Communications (x2114) or requestor may select from templates created by University Communications.

All blast transmissions first will be tested before being sent to the database. The test e-mail to the requesting entity must be confirmed before the message is sent. Any e-mail regarding university athletics programs or individual athletes must be approved by the Athletics Department.

To prevent "rogue" databases, all e-mail addresses will be maintained by Alumni Records on behalf of departments or other campus agencies. Any incorrect e-mail addresses or bounceback messages should be reported to Alumni Records.

All blast e-mails will include an opt-out provision.