



## All-User Emails

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All-user emails are defined as communications sent electronically to all AState.edu email accounts, and are generally broken down into three groups: all users, all faculty and staff, and all students. All user emails are generated for official notice purposes of the institution. Arkansas State University is the owner of all individual user email accounts on the AState.edu domain, and users may not unsubscribe from all user communications.

The sending of all-user emails should be limited to the following general categories:

- Emergency alerts
- To fulfill legal or regulatory requirements
- Official communication to on behalf of the chancellor or a vice chancellor

Approval of the use of the institution's all-user lists must come from a chancellor or vice chancellor, except in the case of an emergency alert.

Emergency alerts are defined as threats to life or safety of the university community, but also may include other imminent threats such as IT networks security, weather warnings or incidents that will compromise university operations

Communication which does not fulfill one of the above criteria can be disseminated to large groups of the campus community through individual department or college listserv, through posting to departmental or college websites or social media, and through submissions to Daily Digest.

All official email communication of the university should contain the following items:

- Contact information for the individual responsible for the communication or designed to receive responses from the email
- Must comply with all university guidelines for acceptable visual branding
- Must comply with ADA requirements

To insure consistency and to protect the institution, all-user communication which is not emergency related shall be submitted to the Office of Marketing and Communication for dissemination via the university's primary email service. Digital Creative Services asks that copy and any associated images or links for all-user emails are submitted two working days prior to the day requested.

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Reviewed by Executive Council, April 23, 2018

**Effective May 1, 2018**