Use of University Mass Email System

Authority for Procedure granted by UWG PL #1003 Online Resource Ownership, Control, and Use.

The University of West Georgia (UWG) recognizes that electronic mailing (email) serves as a means for communication and information-sharing with internal and external constituents. The intent of this procedure is to clearly communicate the expectations for UWG employees (faculty and staff) and students regarding the appropriate use of the institution's Mass Email System.

This procedure applies to all faculty, staff members, and students credentialed to utilize the Mass Email System. Each division of the institution has designated Users in the Mass Email System to ensure compliance.

A. Subscription

UWG employees are added to the all-employees list upon employment through a collaboration between the Office of Human Resources (OHR) and Information Technology Services (ITS). Depending on the employee's classification, the employee will also be added to the all-faculty and/or all-staff lists. UWG students will be added to the all-students list upon enrollment. Other groupings of individuals will be added to the system ad-hoc by the Users of the Mass Email System.

B. Email Address Designation

Each Unit (as designated by the President and/or Divisional Vice Presidents) charged with sending emails to internal and external constituents must establish a generic email address to send and receive emails (for example, ucm@westga.edu, hr@westga.edu, etc.). Contact the ITS Service Desk to receive access to the form to request a new generic email address.

C. Opt-Out

Students and employees cannot opt-out from receiving communications from a select number of...
institutional Units – including, but not limited to, the Office of the President, the Office of the Provost, Human Resources, Legal Affairs, University Communications and Marketing (UCM), and ITS. These Units provide information essential to our university's business operation.

Students and employees may opt-out of email communications from other Units by clicking the “Unsubscribe” link at the bottom of emails sent by Units for which that option is enabled.

D. Attrition

Employees are removed from the all-employee, all-faculty, and all-staff email lists upon separation from employment. Students are removed from the all-students list upon separation from the university.

E. Violations

Large-scale emailing through the institution’s Mass Email System is intended for use in which the message is of common importance to the receiving audience. Users who violate this procedure, its guidelines, or other UWG policy or procedure will be warned after the first violation and suspended from sending large-scale email messages through the Mass Email System after the second violation.

F. Process for Establishing an Account in the Mass Email System

UCM has created a process for establishing and maintaining accounts in the university's Mass Email System. This information is available on UCM’s Work West Webspace.

G. Process for Distributing Information

Employees who possess information on an event or initiative they desire to see shared through the Mass Email System should submit that information to their area’s designated User(s). A list of Mass Email System Users is available on the UCM’s Work West Webspace.

Employees may also submit items for consideration in two weekly email messages sent to university employees, currently titled the Academic Affairs Newsletter and UWG Weekly.

• Items may be submitted to the Academic Affairs Newsletter through this UWG Academic Affairs Newsletter – Submission Form.

• Items may be submitted to UWG Weekly by emailing information@westga.edu.

Definitions

Mass Email System – the digital platform through which emails are sent, primarily to a high number of constituents.

Unit – any college, department, research center, business service center, auxiliary service center, or office.
**User(s)** – employee(s) assigned by the President, Vice Presidents, or another member of Senior Leadership to send emails through the university's mass email system.

**Approval Signatures**

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