Use of University Mass Email System

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

The University of West Georgia (UWG) recognizes that electronic mailing lists serve as an important and influential (email) serves as a means for positive communication and professional development 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 UWG Hosted E-Mail Lists the institution's Mass Email System.

This procedure applies to all current and retired faculty/staff, and emeriti faculty members. E-Mail Lists are established for the convenience of UWG employees. Each UWG Hosted E-Mail List will be assigned a Moderator for purposes of ensuring compliance.

Examples of Appropriate Postings for official University Messaging

- **All Employees**
  Benefits, construction projects, office schedules, ITS issues, weather advisory, policy/procedures, FLSA, Clery Act notifications, emergency messages, graduation, town halls, E-Time deadlines, Athletic event announcements, bookstore events/sales, lectures, concerts, UWG sponsored drives (toy drive, blood drive, A Day, etc.), Wellness events, homecoming events, meeting/town hall notices, etc.

- **All Faculty**
  Faculty Senate/Subcommittee items, pedagogy information, communications from the Provost’s Office

- **All Staff**
  Staff and operational/administrative functional topics

- **UWG Items of Interest**
  Community events, lost/found objects, discussions/questions of general interest to employees, etc.
**Procedure**

**A. Subscription**

UWG employees will be subscribed automatically to All Employees, but employees will have to opt-in to subscribe to UWG Items of Interest and UWG Marketplace. The Provost’s Office will identify faculty and staff to receive All Faculty, and those individuals will be subscribed automatically to All Faculty. The Vice Presidents will identify all UWG staff to be subscribed to All Staff. UWG employees are expected to comply with this procedure, and all other relevant and applicable laws and policies each time the employee uses one of the UWG-Hosted E-Mail Lists.

**B. E-mail address designation**

For All Employees, All Faculty, and UWG Items of Interest, employees must use their assigned individual Westga e-mail address. No group or committee addresses will be allowed to subscribe. For UWG Marketplace, Westga e-mail addresses are not allowed.

**C. Opt-in/Opt-out**

For the UWG Items of Interest E-Mail list, employees must opt-in by visiting the list site at: https://groups.google.com/a/westga.edu/group/uwg-items-of-interest-list/. Employees may opt-out of UWG Items of Interest by leaving the group. The All Faculty, and All Staff lists include a means to leave the group (Google default), but it is not recommended. The All Employees list also has a means to leave the group, but any employee who leaves may be subject to disciplinary action as this list is mandatory.

**D. Attrition**

Employees will be removed from all E-Mail Lists at the time of separation from employment, with the exception of UWG Marketplace, in which decisions will be made by the administrator of that E-Mail List.

**E. Violations**

UWG reserves the right to delete any posting in violation of any federal or state law, UWG or Board of Regents policy, these procedures, or any guidelines established pursuant to UWG policy or procedures. Subscribers who violate this Procedure, its Guidelines, or any other UWG policy or procedure, will be warned after the first violation, suspended from posting for a period not to exceed two weeks after the second violation, and after the third violation, he/she may be prohibited from posting to the E-Mail Lists or other actions may be taken as appropriate under applicable policy or law. The Chief Public Relations Officer may impose the restrictions in this section at the request of a Vice President or the President in compliance with the step process identified above.
F. Guidelines

The committee appointed by the Vice President of University Advancement (or if no committee has been appointed, the Chief Public Relations Officer) is authorized to establish guidelines for participation in IJWG-Hosted E-Mail Lists. Other University units may develop additional procedures specific to the unit, but in the event any conflicts arise between the versions, the provisions stated herein will control.

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
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

**ALL Employees** – E-Mail List for notifications and announcements for official UWG-Related business relevant to University employees. Subscription is automatic and required for current UWG employees. Current UWG employees should not opt-out. Posting to this E-Mail List will be limited to administrative staff authorized by the President or the Vice Presidents; replies will be disabled. Any employee who seeks clarification on the message should contact the sender directly.

**ALL Faculty** – E-Mail List for discussion and information relevant to faculty and pedagogy. The Provost’s office will establish guidelines for subscription, posting, and expected use.

**ALL Staff** – E-Mail List for discussion and information relevant to staff and operational/administrative functional topics.

**Events Calendar** – Service used to announce faculty, staff, students, UWG organization-sponsored and UWG-Hosted events (for those events targeted to University audiences); these events may be announced on the All Employees electronic mailing list at the discretion of the President or Vice President responsible for hosting the event.

**Moderator(s)** – Employee(s) assigned by any committee appointed by the Vice President of University Advancement, or in the interim by the Chief Public Relations Officer, to monitor and ensure compliance with a UWG-Hosted E-Mail List.

**UWG Items of Interest** – E-mail list for University employees to share helpful information and resources for use by other employees (e.g. Community Events, vendor recommendations, discussions relevant to
UWG, etc.); it is not considered either UWG-Hosted or UWG-Related, but merely a convenience for UWG employees to exchange useful information and resources for the UWG community. It should not be used for political speech or non-UWG-Related items. Furthermore, it is not to be used for financial gain or promotion; please refer to UWG Marketplace as an alternate forum for those purposes. Subscription is not automatic to UWG Items of Interest; interested employees will need to opt-in by visiting the list at this site.

**UWG-Hosted E-Mail Lists** — an electronic distribution list that facilitates communications via e-mail; for the purposes of this Procedure only, UWG-Hosted E-Mail Lists refers only to e-mail addresses utilizing @westga.edu unless otherwise stated herein. Authorized UWG-Hosted E-Mail Lists are identified as All Employees, All Faculty, UWG Items of Interest, and UWG Marketplace.

**UWG Marketplace** — E-Mail List for University employees for purposes related to selling and commercial promotion; it is maintained off-site and users may not use their westga.edu account to participate; UWG-Marketplace E-Mail List is not maintained or controlled by the University.

**UWG-Related** — for purposes of this procedure, UWG-Relate shall mean a relationship that is subordinate or coordinated with, or by, the University of West Georgia (e.g., University Units, faculty or staff committees, student interest groups, etc.)

**Work West Bulletin** — Publication created by University Communications and Marketing to announce UWG-Related events to all employees; it is not an electronic mailing distribution list. Please send your requests for posting to the Work West Bulletin to: report@westga.edu. The Work West Bulletin will be sent to All Employees to inform employees of important work-related item

**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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