Saint Xavier
UNIVERSITY

www.sxu.edu

ELECTRONIC NEWSLETTER POLICY

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The purpose of the Electronic Newsletter Policy is to provide guidance and establish procedures for large-volume electronic newsletter mailings, also called e-newsletters, to the campus community and external constituencies. For the purposes of this document, a large-volume mailing will be defined as one that is sent to 50 or more recipients other than self-subscribed mailing lists or discussion groups. Nothing in this policy is intended to hinder communication between an instructor and his or her students.

REQUESTING A NEWSLETTER

University Relations will provide for the distribution of newsletters to the campus community and external constituencies under a system of administrative approvals. We ask for at least a two-week minimum for any e-newsletter. Please view our Newsletter Request Form. The form highlights exactly what is needed in order to send out a newsletter.

If you have any questions, contact urprojects@sxu.edu.

DEPARTMENT/DIVISION PERMISSION

Faculty or staff members wishing to send an e-newsletter must obtain permission from their appropriate dean, director or administrator. Requests for large-volume electronic mailings will not be accepted from individual students. The requestor assumes all responsibility for securing proper approvals before the request is submitted to University Relations.

ELECTRONIC NEWSLETTER TIMELINE

Under normal circumstances, e-newsletters will be timed in an effort to avoid interference with other email and network traffic. It should be noted that depending on customizations, message size, number of recipients and competition for network bandwidth, it may take a few weeks or more for an e-newsletter to be sent.

Your request for an e-newsletter should be made at least two weeks prior to the day you would like it sent out to prepare for editing, building and receiving approval from the requestor, in order for it to be properly scheduled to be sent.

STANDARD OR CUSTOM TEMPLATE

University Relations provides a selection of graphical templates for e-newsletter use, which include department/office headers. Custom templates can be requested but will not always be granted. Please note this option adds an additional week and is subject to approval.

MAILING LIST

The requestor is responsible for obtaining a properly formatted electronic mailing list. Generally, this will require the extraction of email addresses from Colleague or Raiser's Edge, but properly formatted Excel spreadsheets of lists may be acceptable and can be requested through mySXU's Colleague Request Form. Please note that handwritten lists or lists in other hard-copy formats will not be accepted.

Lists must contain a single email address for each recipient in a separate column and may not include SMS email addresses (those containing a cellular phone number). Lists must be properly formatted to send out personalized emails containing names, addresses, scholarship monies, etc. If lists are not properly formatted, University Relations will contact the requestor to resolve.

Note that email addresses obtained from the University database are to be handled with special care with regard to privacy and proper use. Persons in possession of email address data may not sell, rent or otherwise distribute such data other than in accordance with approved University policy. Up-to-date copies of mailing lists must be obtained for each mailing in order to comply with the University's opt-out policy.

RETURN ADDRESS AND SUBJECT LINE

Each request for an e-newsletter must include a return address to which the recipient may reply and to which undeliverable mail will be returned. A subject line for the e-newsletter is also required.

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PROPERLY FORMATTED, PROOFED AND APPROVED CONTENT
Lastly, the content, or text, of the e-newsletter must be provided in a Word document. Electronic newsletters should be no more than five Word document pages. If your request exceeds five pages, that will add on to production time, which can add up to four weeks.

The accuracy, spelling and grammar of the text are the requestor's responsibility, although content and formatting may be modified at the discretion of University Relations. Text must be written for web consumption, using simple and active language and concise, scannable paragraphs.

CONFIRMATION OF MESSAGE DETAILS
Upon preparing a mailing, University Relations staff will email the requestor to confirm the message details. This message will include a preview of the formatted email message and mailing list as an attachment. The requestor must reply to affirm the accuracy of the message and related information before the mailing will be scheduled.

SCHEDULING OF MAILINGS
University Relations recommends scheduling e-newsletters to go out from 5 a.m. to 5 p.m. Tuesday through Thursday as emails are more likely to be read during these time periods. Research shows emails are less likely to be read over the weekend period.

OPT OUTS
Internal audiences (faculty, staff and students) cannot opt out of receiving email messages. External audiences (gmail, hotmail, aol, etc.) can opt out at any time. Individual departments are responsible for maintaining their opt-out lists and ensuring emails have been removed from lists and flagged in Razor's Edge or Colleague. University Relations, though, will keep a general list of every opt-out received.

DISCLAIMERS
University Relations may reject a proposed mass mailing for not serving or not being consistent with the University mission, violating established University policy, being irrelevant for a proposed audience, or being too large or poorly constructed.

Also, although all students and most faculty and staff members have email addresses, there is no guarantee that messages are retrieved and read in a timely manner. Further, it cannot be guaranteed that a recipient will read your mail since most email programs have the ability to filter out messages based on user-defined preferences (thus sending them to "spam" or "junk" folders). Messages to some recipients may be undeliverable if their mailboxes are full; that is, if their allowed disk space has already been used.

When assembling your list of email recipients, you must be aware of the fact that some persons in our database have indicated their preference of not receiving mail from the University, so all members of your intended audience may not receive the message.