



Alumni Broadcast E-mail Policy for Miami University

1. General Guidelines

This policy applies to broadcast e-mails, which are e-mails sent to 25 or more alumni at a time.

- Senders should familiarize themselves with all applicable rules and regulations affecting e-mail. All e-mails to alumni must be in compliance with university and federal rules, particularly in regards to Federal Trade Commission Spam regulations and Family Educational Rights and Privacy Act guidelines.
- E-mail to alumni must be sent using the Miami University Alumni Association's online broadcast email tool. Access to the tool is free to university employees and alumni volunteers who have been granted access based on their involvement with alumni activities and their college's affiliation with the Miami University Alumni Association. Other Miami University organizations wishing to contact alumni via broadcast e-mail should contact the University Advancement Communication Office to send the e-mail on their behalf.
- Senders can choose to have the Miami University Alumni Association send e-mail(s) via listserv or the online broadcast tool (whichever is determined to be appropriate) on their behalf. All requests for the Alumni Association to send e-mails should be made to the appropriate staff liaison. Liaisons will forward all requests to the UA webauthor (uawebauthor@muohio.edu.)
- E-mail address lists from the alumni database will not be given to any university employee or any volunteers to create their own address book or shadow database for mass e-mailings.
- Broadcast e-mails cannot contain political or commercial messages (with the exception of messages from Miami University Alumni Association Affinity Partners).
- E-mails containing information about a university sponsor/partner should first be cleared through the Miami University Alumni Association and the Department of Advancement Services.
- Fund-raising solicitation e-mails **MUST** be approved by the Associate Vice President for Development and/or a designee(s).
- The size of an e-mail message cannot exceed 1 megabyte, due to bandwidth constraints and limits by major Internet service providers.
- Attachments cannot be sent through listserv or the broadcast e-mail tool. It is recommended you provide a link to a Web site where the file can be downloaded.
- Email content submitted by any university office, alumni volunteers, partner organizations, etc. may be edited for consistency with University Advancement communication guidelines.
- Failure to follow the terms, conditions, and guidelines of this policy may result in restricted access to e-mail addresses and use of the broadcast e-mail tool.
- Exceptions to this policy must be approved by Jayne Whitehead, Vice President of the Division of University Advancement.

2. Number of Broadcast Messages in a Given Time Period

- It is recommended that no more than seven e-mails be sent university-wide per week using the Miami University Alumni Association online community e-mail tool, regardless of intended audience. This recommendation is based on the fact that alumni generally do not differentiate one Miami University department from another. Multiple e-mails from Miami University to the same alumnus/alumna may be viewed as excessive to the alumnus/alumna, and they may opt out of all Miami University emails.
- All mass e-mailing activity will be tracked to ensure alumni are not receiving excessive amounts of e-mail communications. A master list of e-mail traffic will be maintained by the University Advancement Communications Office.

3. Required Information in E-mails (Per federal 2003 CAN-SPAM Act)

- Each broadcast email must include an opt-out feature and the permanent mailing address for the Alumni Association or the department on whose behalf the email has been sent.
- Each e-mail must include the language "The broadcast e-mail service is supported by the resources of the Miami University Alumni Association."
- All e-mails must have a clearly worded subject line. Subject lines should not exceed 10 words.
- The stated purpose of the e-mail must be included in the first few lines of the e-mail.
- Reply e-mail addresses must include the "[@muohio.edu](mailto:muohio.edu)" or "[@miamialum.org](mailto:miamialum.org)" domain.

4. What to Do with E-mail Returns

- Requests to change e-mail addresses, street addresses or phone numbers, as well as "recipient unknown" or bad e-mail addresses should be forwarded to alumnirecords@muohio.edu. Additionally, requests to be removed from future e-mails should be sent to alumnirecords@muohio.edu.

5. Scheduling for Messages Sent By Alumni Association

All emails must be scheduled through the University Advancement Communications staff to avoid unnecessary overlap with other scheduled emails. Scheduling of emails should occur as early as possible. When scheduling occurs, it will be determined by the web author whether it is appropriate to use a listserv or broadcast email tool. All necessary information for each scheduled broadcast email must be provided via e-mail to Suzanne Clark at clarksm@muohio.edu at least **five business days** prior to the send date of the message.

Listsers messages are text version emails only and are sent by the sender to the listserv address provided and approved by the webauthor. Broadcast emails will be created in both a text and HTML versions for final sign-off by the parties requesting the e-mail. The system delivers two versions of a broadcast message: a text version and an HTML version. The system automatically detects the version that the recipient's e-mail service can receive.

6. Sending Surveys to Alumni Emails

All surveys being sent within an email or linked from an email must be approved by University Advancement Communications staff. Alumni email downloads will not be provided for the email manager option of the university's survey tool.