



LAMAR UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM™

Lamar University Campus-Wide Email Distribution Policy

The use of “all faculty,” “all staff,” and “all students” email distribution lists (or any combination of the three groups) will be restricted to email messages that can be reasonably expected to be of interest and/or of importance to a majority of the individuals in those large targeted audiences. Messages of interest and/or of importance only for smaller subgroups within those distribution lists must be sent by the message originator to those subgroup members. The message originator should use the Zimbra email system to select the subgroup members from the Zimbra Global Email Address list.

In order to meet the standards for approval by the designated delegates the following points should be followed:

Marketing – All communications must follow the President's directive for a unified marketing approach.

- All announcements must be clearly labeled as being from Lamar University.
- The graphics must be part of the approved visual marks of the University.
- The messages must look appropriate for a visual representation of LU.

Please note that these marketing guidelines apply to all Lamar University entities including those who have used different graphic identities in the past.

Lamar University policies – The mass email policy requires a Dean or Vice President level approval.

- Messages directed to the groups (all faculty, all staff or all students) must meet the policy requirement that they be of importance or interest to the majority of recipients.
- All messages must be from an officially recognized Lamar University department or program.
- Messages may not have attachments.
- Messages must be free of grammatical errors, misspellings, or offensive language.

State policies – State of Texas policy clearly states that state resources should be used only for official business. Email is considered one of those resources.

- The purpose of the email must be specifically about the business of the University in order to be transmitted via mass email. This applies to programs such as camps held on campus and activities supporting external agencies. Even if Lamar University is a sponsor -- or if a student organization is involved -- the event must benefit the educational purpose of LU in order to be marketed via mass email.

Federal regulations -- The CAN-SPAM Act sets the rules for email communications including and spells out penalties for violations.

- Mass email messages from Lamar University fall within the realm of the act because my.lamar emails can be forwarded to other ISPs.
- Faculty, staff and students may not opt out of the mass emails, thus emails must comply with the CAN SPAM act.
- Among other restrictions, the CAN SPAM Act states that messages may not include solicitations for money (either direct contributions or to purchase a product or service).

Approval Process

- Campus wide email distribution requests should be directed to the appropriate Dean or Vice President (or their delegate) for approval.
- Messages approved at the first level should be directed to Dr. Larry Acker, Assistant Director of Public Relations at Larry.Acker@Lamar.edu.

Deans and Vice Presidents (or delegates):

Academic Affairs: Kevin B. Smith
 Athletic Department: Jason Henderson
 College of Arts & Sciences: Brenda Nichols
 College of Business: Shannon Klutts
 College of Education & Human Development: Bill Holmes
 College of Engineering: Katrina Brent
 College of Fine Arts and Communication: Sharon Forret
 Distance Education: Paula Nichols
 Finance and Operations: Cruse Melvin
 Reaud Honors College: Kevin Dodson
 Human Resources: Kathy Russell
 Information Technology: Priscilla Parsons
 Office of Planning and Assessment: Tony Martin
 Provost and Vice President: Stephen Doblin
 Strategic Enrollment Management: Sherry Benoit
 Student Engagement: Vicki McNeil
 Student Retention: Oney Fitzpatrick
 University Advancement: Juan Zabala