



**Bulk Electronic Mail  
Distribution List Policy  
for Information Technology  
Version 1.0 Dated May 1, 2002**

Policy
Procedure
Plan
Form

Pace University reserves the right to amend or otherwise revise this document as may be necessary to reflect future changes made to the I.T. environment. You are responsible for reviewing this Policy periodically to ensure your continued compliance with all Pace University I.T. guidelines.

**General**

We know that Electronic Mail is an effective way for distributing announcements, information and notices to a wide campus audience. Increasingly, students, faculty, administrators and staff are requesting the authority to send “bulk” electronic mail messages to large constituencies. A bulk message is one that is directed to multiple recipients. The purpose of this document is to outline and define a consistent Pace University policy on “Bulk” Electronic Mail Distribution Lists.

**Pace “University-Wide” Bulk Electronic Mail Distribution Lists**

DoIT maintains two “University-Wide” Bulk Electronic Mail Distribution Lists that are controlled by University Relations—one for *all students* and one for *all faculty/staff*. Because of the potential “strain” on our Electronic Mail resources (depending on the size, frequency, and number of recipients) and the potential for “spamming” or introducing “junk mail” to our email users, these University-Wide lists should be limited to extremely significant announcements and/or emergencies.

The Vice President, University Relations determines the appropriate venue for all Pace-wide and external communications. For consideration, send your request to [webcontent@pace.edu](mailto:webcontent@pace.edu). In many cases, messages may be sent to more targeted audiences, posted on the web under special announcements, or printed for distribution.

**Individual User “Owned” Listservs**

A Listserv is a bulk electronic mail distribution list system that allows users to “own” and maintain (using a web interface) their own bulk e-mail lists on Pace networks. Our Listserv software supports all types of email lists: newsletters, moderated and un-moderated discussion groups. List sizes can range from a few participants in a discussion group to several thousand in a newsletter.

To set up a Listserv account, a user must use his or her Pace email account to send a request message to DoIT ([doit@pace.edu](mailto:doit@pace.edu)) which should include: 1) the Pace purpose for which the list is to be used, 2) the approximate number of subscribers; and 3) name/Pace email address of Listserv “owner”.

If approved by DoIT (CTO/CIO determines appropriateness of requests), the Listserv is created and the Listserv “Owner” populates and moderates the list using the Pace Listserv web interface <http://list.pace.edu>. Examples of current Listservs are the Lubin School of Business Faculty list and the PLV/Briarcliff Administrative/Staff Council list.

There are Listserv options/restrictions (set by the Listserv owner) limiting the number of postings to the list per day as well as the number of postings an individual can make to the list per day. An important option is “reply to sender” versus “reply to listserv”. It is important that senders realize that the list is not

a chat room but designed as a way to disseminate important information to a group of people as the need arises.

### **User Defined Lists on PCs**

Each Electronic Mail user has the ability to set up “group” accounts within his mail program’s Personal Address Book (e.g. Netscape Messenger or Microsoft Outlook). There is no limit on the size of the group or the frequency of distribution; users are required to comply with the anti-spamming policy found in *Pace University Appropriate Use Policy for Information Technology* found on the DoIT Web site.

### **Pointers for “Bulk” Electronic Mail Distribution Lists**

- The Listserv “owner” must be a member of the list and is responsible for maintaining its appropriate use.
- The Listserv “owner” must have and use his/her Pace email address to conduct Listserv business.
- Listserv members must abide by *the Pace University Appropriate Use Policy for Information Technology* and *Pace University Electronic Mail (“Email”) Policy and Procedures.*
- “Attachments” to bulk emails are strongly discouraged due to limited mail system resources, inability of some recipients to open certain types of documents, and the potential threat of spreading computer viruses. As an alternative, upload the attachment to a public (internet) or private (intranet) web site in Portable Document Format (PDF) and include the website address/URL in the message. Contact your Information Management Officer (IMO) for further information.
- “Pithy” email messages are always encouraged.
- Except for the “University Wide” lists, Listservs should have an “opt-out” option, i.e. a simple way for recipients to request that they be removed from the list.

Questions concerning this or any other Information Technology Policy can be directed to [doit@pace.edu](mailto:doit@pace.edu).



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