**Official Email and Campus Listserv policy**

With the creation of the daily Campus Pulse email, a daily e-newsletter sent to all students (including those classified as C&G), staff and faculty, which contains information about events happening that day, those which are coming up and items that are of import to the campus as a whole — information about the pandemic, announcements from the President, all-campus updates and more. The intention of the Campus Pulse is to include in one publication all the information that had previously been contained in as many as 30 campus-wide emails per day.

With the advent of Campus Pulse, there is no need for all those emails so we will limit the use of the all-campus email addresses (those that go to all students, all faculty, all staff, parents, etc.). The purpose of this policy is to manage the flow of various types of information through campus email and among campus listservs in an efficient and economical manner.

**Group emails to students, faculty, staff and parents**

Group emails are typically emails sent by administrative offices to selected groups.

The President, Vice Presidents, the Office of Marketing and Strategic Communications, the University Registrar, Dean of Students, Director of Campus Safety and Information Technology Services, or their designees, are authorized to send emails to selected groups of students, faculty, staff and parents.

Offices not listed will forward their request to the Vice President of Marketing and Strategic Communication. In addition, College divisions, departments and College-recognized organizations are eligible to request a listserv to reach their constituents, as governed by this policy.

Emails to students, faculty, staff and parents will contain the following information:

1. Notice that this is a communication from Simpson College.
2. The office, email address, and a telephone number to verify the integrity of the email or address or with questions about the contents of the email.
3. All messages should be in the plain text format, avoiding graphics and the use of attachments.

**Confidentiality and Privacy Rights**

All emails will be consistent with the College policies and local, state and federal laws.

For interpretation of this policy, please contact: The Vice President for Marketing and Strategic Communication (515) 961-1595.

**Campus Listservs**

No promotional, sale, or offer by (or on behalf of) any commercial institution shall be posted on a Simpson College listserv, except for those authorized or sponsored by the College.

Information Technology Services will post this policy periodically on **Simpson College**listservs — each January, April and September, Information Technology Services will send an email to each of the recipients on the student, faculty, staff and parents listservs containing this entire policy.

All postings must comply with applicable law and Simpson College Acceptable Use Policy for Electronic Communications.

**Closed listservs:**

There shall be five listservs on which Campus administrators (President, Academic Dean and Vice Presidents, Dean of Students, Director of Campus Security and Information Technology Services) and their designees may post official and critical Campus communications to targeted campus constituencies. Because the primary purpose of these closed listservs is to facilitate executive-level communications, access to the service is limited.

1. **SCFACULTY**listserv contains all active faculty members, emeriti faculty and faculty who are leave;
2. **SCSTAFF**listserv contains all active staff employees;
3. **SCSTUDENTS**listserv contains all currently enrolled traditional and foreign exchange students;
4. **CGSTUDENTS**listserv contains all currently enrolled C&G students;
5. **SIMPSONPARENTS**listserv contains all parents of currently enrolled students.

Subscription to closed listservs is based on College employment and enrollment status, and is managed by Information Technology Services and other entities on campus. Individuals may not unsubscribe to SCFACULTY, SCSTAFF, SCSTUDENTS or CGSTUDENTS. We do allow parents to unsubscribe from SIMPSONPARENTS.

Requests for other types of College business communications may be considered on a case-by-case basis. Consideration and approval by the Vice President for Marketing and Strategic Communication is required for any exceptions to this Policy. Requests must be made in writing.

**Individual listservs:**

College divisions, departments and College-recognized organizations are eligible to request a listserv on the campus system for academic and administrative purposes. Individual listservs are subject to annual renewal and may be terminated if there is a violation of the Acceptable Use Policy for Electronic Communications.

1. Listserv owners will be responsible for the maintenance of their own list.
2. Listservs shall be by subscription only. Campus-wide subscription is not allowed on individual lists.
3. Listservs shall not be open to off-campus subscribers unless special permission is obtained.