

College of ACES Office of Academic Programs Mass Email Protocol

College of ACES Office of Academic Programs strives to use email communications resources effectively and efficiently. Non-strategic use of mass email can impede the college's ability to deliver critical messages.

Recognizing these expectations and concerns, the College of ACES Office of Academic Programs (OAP) has created these requirements, guidelines, and best practices to ensure email remains an effective form of communication.

- Appropriate use of mass email
- Required content
- Best practices guidelines
- Submitting Requests

Appropriate Use of Mass Email

Mass email is appropriate for information that pertains to the *majority of the recipients*, is *critical and/or time-sensitive*, and meets one or more of the following standards:

- Draws attention to an upcoming event or learning opportunity
- Provides information for an applicable scholarship for targeted population (which would be sent only to that targeted population)

Inappropriate use of internal mass email includes, but is not limited to:

- Messages that are not in line with the university and college's mission of **educating, creating knowledge, and putting knowledge to work**
- Political activities that advocate for or against a ballot measure or candidate
- Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the university
- Solicitations for non-university businesses operated by university faculty or staff
- Messages that are discriminatory or infringe on privacy
- Lost and found messages
- Repeated Messages: Sending multiple versions of the same message, either as a reminder, follow-up or as a correction for inaccurate information is considered a violation depending on the circumstances – please review your messages very carefully before submitting them. Messages may be repeated **ONLY** in the following manner: One week or more in advance of the event in question and one the day before or the day of the event.

Required Content

Messages designed to be sent to internal (@illinois.edu) email addresses must include all of the following:

- “College of ACES” clearly identified in plain text messages and in the text-only portion that accompanies an HTML message. (e.g., “As part of the College of ACES, the Bison Society is hosting...”)
- Name of the sending party (preferred) or the sending individual in the "from" field.
- Name of the sending party and the audience the message was sent to in the signature (e.g., "This message was sent by the ACE Club to all ACES undergraduate students.").
- Subject line with clearly stated subject. (e.g., “Scholarship Opportunity for Students Interested in Sustainability”)
- Mass email messages will not contain attachments. Instead, if required, a link to an appropriate web page that includes the detailed information should be provided by the sender.
- Messages advertising events should clearly contain the Date, Time, Location and Organizing group/organization.
- Approved Illinois ACES logo will automatically be included as part of the ‘skin’ of the message. This part will be completed by ACES Academic Programs.

Best Practices Guidelines

To promote operational efficiency and network security, the following guidelines are suggested:

- A mass email message should be brief, self-explanatory, clear, and concise—ideally under 200 words. If there is a need to convey more information, the sender should link to a webpage.
- Include a succinct subject line that conveys the email’s purpose.
- Provide a link or contact information about where people may ask questions or get more information.
- Avoid acronyms and jargon. Do not use acronyms on first reference in the body of a message.
- Check spelling and grammar, and copy edit message

Submitting Requests

When requesting an e-mail to be sent, please fill out the following form with the items below. Please allow at least one week lead time for e-mails to be sent.

- Audience (current undergraduate ACES students)
- Send Date
- Subject
- Sending Name (either individual or group)
- Body of Message
- Pictures included

If the email author is comfortable with the use of [Webtools, emails created in this platform](#) can sent more easily by simply sharing privileges with the Office of Academic Programs. This allows for ease of transfer of information and confirmation the content is optimal to group’s specifications.