



## Email Policy Addendum: Alumni Email Usage Guidelines

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### I. Purpose

Email addresses are collected to promote timely, cost effective communication with our alumni. Special consideration must be given to frequency and content of emails sent to alumni. Too many emails will prompt the alum to opt-out of the service and render this form of communication useless.

### II. Policy Statement

The following guidelines will be used in reviewing all requests:

1. Email addresses are to be used strictly for the purpose of communicating information to Georgia Southern University alumni in regards to University news, events or programs. The Office of University Advancement maintains and compiles the alumni email list.
2. Under no circumstances will alumni email addresses be distributed to anyone (University Department or otherwise). Instead, the Office of University Advancement will perform all alumni email communication on behalf of the department.
3. University departments wishing to communicate to alumni will be required to send their request to the Assistant Director of Alumni Relations for review. The request may be subject to review by the Vice President of University Advancement and the Director of Alumni Relations. If the email in question is approved, it may be distributed immediately or included in the *Alumni News* email sent to all alumni bi-weekly.
4. A committee with representatives from the Provost's Office, Marketing and Communications and University Advancement will review and approve unusual requests.
5. Any emails relative to fundraising must be approved by the Vice President of Advancement.

### **III. Exclusions**

This policy does not restrict a University Department from communicating with their alumni. The policy allows coordination of frequency and volume of alumni emails. In addition to departmental information included in the email, a link can direct the alumnus to a departmental web site for further information.