E-Mail Blast Policy

Overview

A Poly e-mail blast is a community-wide bulletin communicating corporate level information of importance to NYU-Poly Students and/or Employees. Examples of such bulletins include notifications of events of university-wide interest, anticipated service disruptions, and terms/conditions of employment.

Due to the importance of this primary mass-communications vehicle to the NYU-Poly community, this procedure is designed to ensure the appropriateness and correctness of what is communicated.

Creation of a Request

A request for e-mail blast consists of the following:

- **The message to be distributed** via the e-mail blast mechanism surrounded by the following:

  
  
  ----- Message Start -----
  
  A message to be distributed via e-mail blast would go here.
  
  ----- Message End -----

  
  This provides a clear delineation of the body of the blast to assist the IS Help Desk in sending out the message.

- **A clear subject line** for the e-mail.

- **The name and e-mail address** of the person/entity that the e-mail is to appear from and to whom responses might be sent.

- **The community(ies) to which the e-mail should be sent.** Presently defined communities include the following: all students, all graduate students, all seniors, all juniors, all sophomores, all first years, staff, and faculty.

- **Any attachments** to be sent with the message.

- **The degree of urgency** with which the e-mail blast must be sent.

  - **Urgent:** for immediate distribution
  - **Non-Urgent:** for distribution during the next scheduled e-blast

Please see the “Sample Approved Request for E-mail Blast” below. Due to the wide variety of e-mail clients in use throughout Poly, e-mail blast messages should be simply formatted plain-text. Information requiring more complex formatting for its communication should be placed within an attachment to be sent with the e-mail blast.

Submission & Approval of a Request

Prior to submission of a request, messages should be vetted with peers and colleagues for content and proofing to ensure clarity, appropriateness, and accuracy.

The President’s Office, Vice Presidents, Directors of Human Resources and Facilities and the Chief Information Officer are authorized to submit a request to the Information Systems Help Desk to send an e-blast.
Other originators of requests are to seek appropriate approval from one of the following authorized individuals:

- Provost
- Area Vice Presidents
- Dean of Student Affairs
- Chief of Staff
- Current Speaker of the Faculty

If approved for distribution, the approval along with the final, authorized text is forwarded to the Information Systems Help Desk (help@poly.edu) by an authorized approver for distribution as an e-mail blast.

If the e-mail blast is urgent, a follow-up call should be made to the IS Help Desk at x3123 to ensure immediate attention be given to the submitted & approved e-mail blast.

The IS Help Desk can only accept e-mail blast requests from those who are directly authorized to submit e-mail blasts or those who are authorized approvers.

**When**

Non-urgent e-mail blasts are collected for distribution and typically sent by the IS Help Desk on Tuesdays and Thursdays.

Urgent e-mail blasts will be sent upon receipt.

The IS Help Desk will confirm release of an e-mail blast with the originating requester and approver with a copy of the message as it was sent to the specified community(ies).

**Measurement**

In the case of e-mail blasts to employees, originators are responsible for doing a brief telephone follow-up to at least 6 randomly selected recipients for verification of receipt.
Sample Approved Request for E-mail Blast

From: TC Westcott <westcott@poly.edu>
Sent: Friday, April 13, 2007 4:03 PM
To: IS Help Desk <help@poly.edu>
CC: Robert McLaughlin <rmclaughlin@poly.edu>
Subject: FW: Request for Approval of E-mail Blast

Approved.

ty, TC

-----Original Message-----
From: Robert McLaughlin <rmclaughlin@poly.edu>
Sent: Friday, April 13, 2007 3:21 PM
To: TC Westcott <westcott@poly.edu>
Subject: Request for Approval of E-mail Blast

Dear Helpdesk,

Please send the following as an e-mail blast rmclaughlin@poly.edu with the subject line "Internet Connectivity Outage on Wednesday, April 18 between 7am and 9am". This message should be sent to faculty, staff, and students and should be incorporated in today’s scheduled e-mail blast.

Thank you,

Robert McLaughlin

----- Message Start ------

Dear Poly Community –

On Wednesday, April 18 between 7am and 9am, the Information Systems Department will be performing a necessary upgrade of our campus’ gateway firewall devices.

During this time, inbound and outbound network traffic may be periodically disrupted. The disruption will affect 1) those outside our campus network attempting to access resources on our campus network as well as 2) campus users attempting to access resources external to our campus network.

Intra-campus networking will be unaffected.

We apologize for any inconvenience.

Sincerely,

Robert McLaughlin

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----- Message End ------