Email Policies for Alumni and Donor Communication
Office of Development at the University of Central Oklahoma

1. General Guidelines

This policy applies to broadcast emails, which are emails sent to 25 or more alumni/donors at a time.

- Senders should familiarize themselves with all applicable rules and regulations affecting email. All emails to alumni/donors must be in compliance with university and federal rules, particularly in regards to Federal Trade Commission Spam regulations and Family Educational Rights and Privacy Act guidelines.

- Email to alumni and donors must be sent using the UCO Development Office online broadcast email services. Access to the email marketing tool is limited to the Development Office staff. Other UCO organizations wishing to contact alumni/donors via broadcast email should contact the UCO Development Office to send the email on their behalf.

- All requests for the Alumni Association to send emails should be made to Alumni Communications and Member Service Coordinator at mcraft3@uco.edu. All requests for the Foundation should be made to the Director of Marketing and PR at rhamlin@uco.edu. These two entities represent the Development Office.

- Email address lists from the alumni/donor database will not be given to any university employee or any volunteers to create their own address book or shadow database for mass emailings. If you would like to send an email to these constituents please click here to request.

- Broadcast emails cannot contain political or commercial messages (with the exception of commercial messages from the UCO Alumni Association Affinity Partners).

- Emails containing information about a university sponsor/partner should first be cleared through the Development Office and the Vice President of Development.

- Non-alumni donors must be exempt from receiving affinity or sponsorship emails.

- Fund-raising solicitation emails must be approved by the Vice President for Development.

- The size of an email message cannot exceed 1 megabyte, due to bandwidth constraints and limits by major Internet service providers.

- Attachments cannot be sent through listserv or the broadcast email tool. It is recommended you provide a link to a Web site where the file can be
downloaded.

- Email content submitted by any university office, alumni volunteers, partner organizations, etc. may be edited for consistency with Development Office communication guidelines.

- Failure to follow the terms, conditions, and guidelines of this policy may result in restricted access to email addresses and use of the broadcast email services.

- Exceptions to this policy must be approved by the Vice President for Development.

2. Number of Broadcast Messages in a Given Time Period

- It is recommended that no more than 3 emails be sent per week using the UCO Development Office online community email tool, regardless of intended audience.

- This recommendation is based on the fact that alumni and donors generally do not differentiate one UCO department from another. Multiple emails from UCO to the same alumnus/alumna/donor may be viewed as excessive to the alumnus/alumna/donor, and they may opt out of all UCO emails.

- All mass emailing activity will be tracked to ensure alumni are not receiving excessive amounts of email communications. A master list of email traffic will be maintained by the UCO Development Office.

3. Required Information in emails (Per federal 2003 CAN-SPAM Act)

- Each broadcast email must include an opt-out feature and the permanent mailing address for UCO Development or the department on whose behalf the email has been sent.

- Each email must include the language "The broadcast email service is supported by the resources of the UCO Development."

- All emails must have a clearly worded subject line. Subject lines should not exceed 10 words.

- The stated purpose of the email must be included in the first few lines of the email.

- Reply email addresses must include the "@uco" domain.

4. What to Do with email Returns

- Requests to change email addresses, street addresses or phone numbers, as well as "recipient unknown" or bad email addresses should be forwarded to the
Manager of Advancement Services at tfrazier2@uco.edu. Additionally, requests to be removed from future emails should also be sent to tfrazier2@uco.edu.

5. Scheduling email Messages Sent By UCO Development

• All emails must be scheduled through the UCO Development Office staff to avoid unnecessary overlap with other scheduled emails. Scheduling of emails should occur as early as possible. All necessary information for each scheduled broadcast email must be submitted at least five business days prior to the send date of the message. All requests made for emails must be sponsored by a university employee and/or be affiliated with a university entity. Exceptions must be approved by the Vice President for Development.

6. Sending Surveys to Alumni/Donor Emails

• UCO Development will not send out surveys, as an office on campus has been designated to handle these requests. Contact Cia Verschelden, executive director of Institutional Assessment, at cverschelden@uco.edu for more information.