

Campus Email

Stockton's email system is a business tool to communicate and share important institutional updates and information with faculty, staff and students. It is not the only such tool, nor necessarily the most appropriate tool, for all communications. These guidelines are intended to reduce the number of all-campus unsolicited email messages and replies, while preserving the effectiveness of email as a business communication tool and maintaining the free flow of information.

Mass Email Guidelines

Email is the University's official means of communicating information to faculty, staff, and students, as well as combinations or subsets of these constituencies. It is intended to facilitate the academic and administrative functions that support the University's mission of teaching, research, and service. As such, only the following instances are appropriate as mass email communications:

- x Emergency messages, campus alerts and health and safety messages.
- x Campus operations messages about information technology resources, human resources, or facilities that affect the Stockton community.
- x Messages about major campus-wide events.
- x Messages related to University policies or procedures.
- x Announcements from the Board of Trustees, President, Provost, or other University leadership.
- x Communications required by law.

The University's email services are not open to the general public, nor do they provide a forum for expressing personal opinions. They are intended as vehicles for distributing information, rather than as forums for conversation. As such, emails sent as mass communication will not have a reply or reply all feature.

- x An email to a smaller, more targeted listserv or group of people.
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All messages must include the following at the time of submission for approval:

- x Clear and compelling subject line.
- x Name or names of person or persons sending the message.
- x Contact information for the person designated to handle follow-up questions and comments.
- x Date intended for distribution and, if necessary, rationale for a reminder/follow-up email.
- x Use of plain text (avoid HTML).
- x Clear and concise messaging, no more than one screen page.
- x Limited size of images and attachments to facilitate mobile accessibility.

Additional information may be made available via verified links in the text of the email. Emails should not include or attach personal, confidential, or sensitive information.

Stockton currently maintains mass email lists for the following:

Email Address	Moderated	Approved Sender List	Opt-Out Possible	Use
Employees@stockton.edu	No	Cabinet, Emergency, Facilities, URM, Presidents Office, ITS	No	Employee Wide Email, not open to anyone outside of approved sender list
Faculty@stockton.edu	Yes, Provost office designees	Cabinet, HR, Provosts Office, Faculty Union Representatives	No	Faculty Only Email, open to all faculty to send for approval
Staff@stockton.edu	Yes, Cabinet/URM/ITS/HR designees	Cabinet, HR	No	Staff Only Email, open to all staff to send for approval
EventPosting@stockton.edu	Yes, URM/Event Services/ITS designees	None	Yes	For Submitting Upcoming Events, open to all faculty/staff to send
Stocktalk@stockton.edu	Yes, HR/ITS designees	None		