WALLA WALLA UNIVERSITY
Policy: Email policy

Policy Statement
Walla Walla University is committed to developing and nurturing an atmosphere of excellence for students, faculty, and staff. As part of this commitment, we recognize our responsibility to facilitate efficient and effective communications between all members of our WWU family.

Purpose
Email is considered an official communication tool at WWU, and appropriate use is essential and expected.

Definitions
N/A

Procedures
Students, faculty, and staff are provided with a WWU email address. All campus computer software will default to WWU email accounts, and internal emails will be sent only to WWU accounts (firstname.lastname@wallawalla.edu).

Email is considered an official communication tool at WWU, and appropriate use is essential and expected. Specifically:

Your responsibilities
1. Check your WWU email account frequently. Official university communications may be time-sensitive, and you are responsible for collecting and responding to email communications in a timely manner.
2. Maintain your WWU email account. Official email sent to your WWU account will be considered received. Your email account should be maintained so that it can continue to receive official correspondence. Report technical problems or other obstacles that hinder the receipt of email to your WWU account to the IT help desk.
3. Redirect WWU account messages at your own risk. WWU does not accept responsibility for redirected emails that were not received at their final destination. If you choose to redirect your email messages to another email address, you maintain responsibility for managing your destination email account so that emails can be received in a timely manner.
4. Reply to email messages sent to your WWU account. If you are unable to respond to incoming messages in a timely manner, you are responsible for alerting the sender of the delay and/or redirecting the sender to an alternate contact person when appropriate.
5. Use appropriate content, tone, and structure when you send emails from your WWU account.
   a. WWU is committed to providing an environment that recognizes the inherent worth and dignity of every person (see WWU's Anti-Harassment Statement, https://wallawalla.edu/resources/human-resources).
payroll/employee-resources/handbook-policies/discrimination-and-harassment/, and Student Handbook Civility Statement, https://wallawalla.edu/campus-life/student-life/assistant-vpdean-of-students/student-handbook-and-code-of-conduct/). Emails sent from your WWU account should be consistent with this code of conduct and these stated values. Prohibited emails include, but are not limited to, emails intended to harass or intimidate others, emails that transfer materials in violation of copyright or FERPA laws, or emails that disrupt the business of WWU.

b. Emails sent from your WWU account should be structured according to standards for clear, accurate, and appropriate communications. Emails addressing official WWU business should include a WWU signature with contact information as designated below:

**Jodi Wagner**
Vice President for University Relations and Advancement
Walla Walla University | 204 S. College Ave. | College Place, WA 99324
T: (509) 527-2510 | F: (509) 527-2397 | E: Jodi.Wagner@wallawalla.edu
WWU on Facebook

6. **Report troubling or disruptive emails.** Email messages received to your WWU account should reflect the university’s code of conduct and stated values. If you receive email messages or content that is inappropriate, menacing, or derogatory, you should promptly report those messages to the human resources director (faculty/staff) or the vice president of student life (students).

**Sending/receiving mass email**

WWU is committed to facilitating efficient and effective communications between all members of its university family. Students, faculty, and staff are first encouraged to utilize the following platforms to notify significant populations about:

**WWU App**
- Items/services for sale.
- Transportation services needed/available.
- Lost and found items.
- Discussions/forums.

**Announcements**
- Upcoming events.
- Announcements.

However, the university recognizes an occasional need to deliver messages to significant populations for administrative purposes or to communicate sensitive information.

1. **Mass email criteria.** Messages addressing official WWU administrative matters and messages that are critical in nature may be sent via mass email. These messages include, but are not limited to, official correspondence from WWU administration, power/system shutdowns or interruptions, weather alerts or disruptions, and notices of a time-sensitive nature (such as last-minute event cancellations or relocations). In general, mass emails should be:
   a. **Short**—no more than two short paragraphs.
   b. **Focused**—only one topic per email.
   c. **Clear**—subject lines and paragraphs are concise and descriptive.

2. **Mass email list access.** A subset of WWU representatives will have unrestricted access to all email lists as designated by Cabinet. These representatives are authorized to route mass emails according to our policy. These representatives include, but may not be limited to:
   a. Marketing and Enrollment Services representatives.
   b. Risk and Safety Management representatives.
   c. Administrators.
d. Distance learning representatives.
e. Information Technology representatives.
f. ASWWU Marketing officer (one email per week).
g. Campus chaplain (one email per week).

Email privacy
WWU will make every effort to maintain the integrity of its email systems, networks, and servers. Any email message that resides on WWU’s servers is the property of the university. To improve traffic flow and reduce spam, the university may take steps to reallocate and reorganize systems, networks and servers, and will consult with affected email senders/receivers accordingly.

While the privacy of email will be respected, the integrity of the data cannot be guaranteed. Therefore, information that must be kept confidential should not be created, transmitted, received, or stored via a WWU email account.

Email communication can be legally actionable. System managers are authorized to take action as required by federal, state, local law, or court order. System managers are authorized to investigate alleged violations of federal or state law and to take action as required to comply with the law.

Mass email criteria
Mass email can be delivered by anyone granted access to send mass emails. This list is limited in an effort to maintain the efficiency and effectiveness of WWU email accounts. Students, faculty, and staff are first encouraged to use the university’s Announcements system in myWWU or the WWU app to communicate to significant populations.

Individuals with access to deliver mass emails should consider the following criteria before delivering a mass email:

STEP 1: Evaluating mass email requests:
1. Is the email an official communication authorized by a vice president?
   a. No—see #2.
   b. Yes—skip to Step 2C.
2. Does the email contain timely information pertaining to the safety and preparedness of WWU students, faculty, or staff (such as weather alerts, traffic disruptions, etc.)?
   a. No—see #3.
   b. Yes—skip to Step 2B.
3. Does the email contain timely information about system shutdowns, delays, or threats (such as server disruptions or alerts about fraudulent emails)?
   a. No—see #4.
   b. Yes—skip to Step 2B.
4. Does the email contain time-sensitive information that could not be effectively communicated otherwise through the WWU app or Announcements system (such as cancellations or change in location for a campus-wide event)?
   a. No—see Step 2A.
   b. Yes—skip to Step 2B.

STEP 2: Routing mass email requests:
A. If you choose to deny the mass email request, alert the proposed email’s sender via email of your decision, and suggest alternate communication methods through the WWU app or Announcements system.
B. If you choose to accept the mass email request,
   a. Edit the mass email to ensure it is:
      i. Short—no more than two short paragraphs.
      ii. Focused—only one topic per email.
      iii. Clear—subject lines and paragraphs are concise and descriptive.
   b. Assemble collected mass emails into a single alert email.
c. Distribute the alert email.
C. The email will be distributed immediately by the authorized WWU representative.

Training/Education Communication
Marketing and University Relations will provide information and any applicable training to staff/students/faculty regarding this policy as needed.

Reprisal
TBD

____________________________________________  ______________________________________
Signature of Responsible Director/Chair/Dean   Signature of President or Vice President