

Mass Communication Through E-mail

(as approved by the Technology Steering Committee 7/25/05)

This document addresses sending mass e-mails to faculty, staff and students. It does NOT include sending announcements to appear on the WU Today page, another vehicle for communication. (To send an announcement to appear on the WU Today page, see the **Submit Information** channel on the WU Today page.)

Sending e-mail to ALL FACULTY AND STAFF

OPTION A:

Through MyWashburn Targeted Announcement E-mail

- An individual authorized to use this feature must be set up in Banner and trained by Web and Communication Services staff.
- Individuals in the following offices are authorized to use this feature to send **emergency announcements**:
 - University Police
 - Facilities Services
 - Information Systems and Services
 - University Relations
- Individuals in the following offices are authorized to use this feature for **official university business** announcements:
 - Finance
 - Human Resources
 - Payroll
 - President
 - VPAA
 - VPAT

OPTION B:

Through e-mail to allfacultystaff@washburn.edu

- Must be a Washburn faculty or staff member to send the e-mail.
- Used for announcements of events and activities related to the mission of the University and as a free-speech forum for ideas.
- Not to be used “for commercial purposes or for direct personal gain unrelated to the achievement of the University’s public purpose.” (excerpt from the University’s telecommunications policy)

Sending e-mail to ALL STUDENTS

ONLY OPTION:

Through MyWashburn Targeted Announcement E-mail

- An individual authorized to use this feature must be set up in Banner and trained by Web and Communications Services staff.
- The following offices are authorized to use this feature to send **emergency announcements**:
 - University Police
 - Facilities Services
 - Information Systems and Services
 - University Relations
- The following offices are authorized to use this feature for **official university business** announcements.
 - Business Office
 - Enrollment Management
 - Financial Aid
 - President
 - Registrar’s Office
 - Student Life
 - VPAA