

Standard Operating Procedure for Sending Email to Campus-wide Distribution Lists

I. Background and Purpose

The objective of this standard operating procedure is to outline the process for sending a campus-wide email to the following distribution lists:

- All Computer Account Holders
- All Department Heads and Above
- All Employees
- All Enrolled Students
- All Faculty
- All Faculty and Staff
- All Faculty Staff and Students
- All Graduate Students
- All Instructors
- All Regular Employees
- All Students
- All TigerLAN Account Holders
- All Undergraduate Students

Mass email to campus-wide distribution lists should only be sent by authorized individuals on campus and must be scheduled and sent during appropriate times in order to avoid overextending the UMmail system.

II. Request authorization to send campus-wide email

- a. Campus-wide emails from individual staff and faculty are vetted through the Vice President (VP) level office within the employee's division
- b. Any VP office may request permission for a member of their staff to be authorized to send campus-wide emails by submitting an ARS ticket requesting
 - i. "All Faculty Staff and Student" email privileges
 - ii. Access to the campus-wide email scheduling calendar
- c. Requests for a new VP to have campus-wide email privileges should be made by submitting an ARS ticket that will be assigned to the Meta Directory group.

III. Criteria for campus-wide emails

- a. Total email file size must be less than 256KB
 - i. Image resolution should be reduced until the image size is less than 256KB
 - ii. Files that cannot be reduced to 256KB should be hosted online, and the email should contain a link to the online content
- b. Image-only emails should not be sent out
 - i. Include text in addition to any images
 - ii. Image-only emails are flagged as SPAM by many email filters
 - iii. Image-only emails are inaccessible to visually impaired members of the University community because screen reader software cannot interpret the email content
- c. Campus-wide emails should be scheduled a minimum of two hours apart

IV. Schedule a campus-wide email

- a. Open the "Mass Email Schedule" calendar in Outlook
 - i. Open **Outlook**
 - ii. Click **Calendar**
 - iii. Click **Go** in the top menu bar
 - iv. Select **Folder List** from the drop-down menu
 - v. Click **Public Folders** to expand the list
 - vi. Click **All Public Folders** to expand the list
 - vii. Double-click **Mass Email Schedule**

If you are using Entourage and cannot see any Public folders,

- i. Click **Entourage** in the top menu bar
 - ii. Select **Account Settings** from the pop-up menu
 - iii. Open your Exchange account
 - iv. Click the **Advanced** tab
 - v. Type **ummail.memphis.edu/public**
- b. Double-click on the **date and time** you would like to send the email
- c. Type the **subject of your email**
- d. Type in **who you are sending the message to (student, f/s, f/s/s, etc.)**
- e. Click **Save**
- f. Add the mass email to your personal Outlook calendar as a reminder

V. Send a campus-wide email

- a. Open a new email in Outlook
- b. Type "All Faculty Staff and Students" in the *To* field
- c. Click the **Check Names** button
- d. Add a *From* line, and indicate the VP who approved the message

- e. Double-check the *Reply to* options to make sure the replies will be sent to the appropriate place
- f. Compose email
- g. Click Send