

Responsible University Administrator:

Sr. Vice Chancellor for Academic and Student Affairs

Responsible University Office:

Information Technology Services/Office of Strategic Marketing and Communications

Policy Contact:

Chief of External Relations •
contact@unomaha.edu

Electronic Messaging

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Scope

This policy applies to all individuals who use a University of Nebraska at Omaha (UNO) email address and/or University of Nebraska to send electronic messages to announce, promote and advertise should adhere to this policy.

Policy Statement

UNO email may not be used to send or transmit unsolicited electronic messages to other University of Nebraska addresses where the primary purpose of which includes but is not limited to informing, announcing, advertising, or promoting a non-campus sponsored event, product, program, service, group/division/unit/college/person.

Acceptable email messages include:

- Messages to relevant individuals within a division, college, department, or academic course
- Announcements about a UNO service to individuals identified as using that service (Note: potential use does not qualify as using the service with the exception of messaging approved

by the Office of Strategic Marketing and Communications in consultation with the Chancellor or Vice Chancellors)

- Messages to opt-in mailing lists, if the topic matches the intended purpose of the list
- Sanctioned University of Nebraska enrollment or employment notifications
- UNO Maverick newsletters to faculty, staff, and students sent by the Office of Strategic Marketing and Communications
- Messages submitted to the Office of Strategic Marketing and Communications that receive approval from the NU President's Office, the UNO Office of the Chancellor, or offices led by a UNO Vice Chancellor.

The use of university information systems, including email, is subject to the [NU Executive Memorandum 16](#).

Individuals maintain the right to unsubscribe or have their names removed from mailing lists that they deem as no longer relevant to them.

Reason for Policy

This policy is to protect UNO and its faculty, staff and students from violating anti-spam email and messaging laws and align the campus with best practices in email promotion and marketing. This policy also works to remove unsolicited emails sent internally and through the Nebraska system of campuses and externally to the UNO community.

Procedures

Violations may result in loss of email access. Reporting violations and or governance should be directed to the Digital Communications Executive Committee via the Office of Strategic Marketing and Communications.

Additional Contacts

Subject	Contact	Phone & Email	Additional Contact Information
	Associate Director, Communications	unoneews@unomaha.edu	

Forms

For any electronic messaging initiatives UNO faculty, staff, and students should contact the Office of Strategic Marketing and Communications via the [Start Your Project form](#).

Related Information

[NU Executive Memorandum 16](#)

[UNO Digital Communications Governance Policy](#)

History

This policy is an update to the Mass Email Policy that was previously updated in 2011.

Revisions on July 6, 2020 to provide additional clarification on acceptable email messages and the option for individuals to unsubscribe to mailing lists if desired.

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.