

University of Kentucky Alumni Association College/Department/Unit Broadcast Email Policies and Procedures

Purpose:

The goal of the following policies and procedures is to provide protocols and guidelines for the use of an alumni, donor, and prospective donor broadcast email system in the best interest of alumni, donors, constituent groups, colleges, departments, and units of the University of Kentucky.

Background:

This document was first established for UK alumni club and UK college use of the broadcast email tool. In February 2005, a committee was established to determine policies and procedures for the utilization of broadcast emails to provide alumni with an awareness of giving opportunities while keeping them connected to the University of Kentucky. The implementation of Salesforce as the alumni/philanthropy database in 2020 provided an opportunity to consolidate and distribute all broad-based alumni and philanthropy communication via the UK Alumni Association to ensure branding, message consistency, and proper use of data.

Governance and Authority:

In accordance with Administrative Regulation 1:1-IV-H, the Vice President for Philanthropy and Alumni Engagement is responsible for the management, planning, and coordination of alumni programs for the University and for the oversight of alumni programs in the colleges, and is the official record keeper for alumni records. The Office of Philanthropy and Alumni Engagement coordinates its efforts, whenever possible, with the University of Kentucky Alumni Association, and independent, non-profit 501(c)(3) corporation. The University of Kentucky Alumni Association is the official record keeper for alumni records.

Thus, the creation and sending of broadcast emails to alumni, donors, and prospective donors is the delegated authority of the UK Alumni Association. All broadcast emails to these audiences must be coordinated with, and approved by, the UK Alumni Association.

The UK Alumni Association, the UK Office of Philanthropy and Alumni Engagement, and the UK Office of University Relations states that it is not in the best interest of the university to release email addresses to outside entities. Per UK Philanthropy and Alumni Engagement's Confidentiality of Records Policy, "[a]ll donor, prospect, and constituent information, including that which was procured by verbal, written, or electronic means, created by, or on behalf of, the University of Kentucky is the property of the university and shall not be transferred or utilized except on behalf of the university. Thus, university employees, volunteers, and Philanthropy and Alumni Engagement personnel in the central, college, and unit programs shall not disclose privileged or confidential information to unauthorized parties."

Other considerations for this policy include:

- Controlling the proliferation of email by maintaining a schedule of approved broadcasts
- Assuring broadcasts are of a nature as to not be ignored as junk mail
- Aiding in the maintenance of good email addresses as the official location to update alumni information
- Maintaining control of use of University of Kentucky and UKAA marks or logos

Definition:

A broadcast email is any message generally sent to a selected group of alumni and friends to inform or invite their participation through channels such as newsletters or event invitations where there is an expectation that the constituent may choose to opt-out of future email communications. Excluded are emails by administrators, professors or staff corresponding with committees or small groups of alumni known personally to the sender and revolving around a common interest.

Policy:

1. Continually reflect the current federal and state guidelines and laws issued to protect privacy information with which the UK Alumni Association must comply such as the Student Right to Privacy Act, the Family Educational Rights and Privacy Act, the Health Insurance Portability and Accountability Act and SPAM laws in states in which constituents live. Each broadcast email contains an opt-out provision in compliance with federal, state, and generally accepted industry standards, regulations and laws.
2. Enable throughout the University of Kentucky effective stewardship of this resource that already exists in the UK Alumni Association without the investment of additional dollars.
3. Consider the concerns of alumni, donors, and prospective donors who do not want to be inundated by emails.
4. All alumni clubs, colleges and other groups are asked to provide (as received) the appropriate UK Alumni Association staff with corrections to addresses, email addresses, telephone numbers and other information learned through individual contact with alumni through returned mail or email, gathered on lists, or in any other manner, so this information can become part of the UK's official alumni/philanthropy database.
5. The sender for every broadcast email will be clearly identified by use of an official university unit logo or other university approved graphic standard.
6. Every broadcast email will contain an opt-out function, land-based address and option to update biographical information online.
7. Broadcast emails should be used when a message is important enough to warrant a postal mailing (i.e. announcement of upcoming events with registration information); a bi-monthly or quarterly newsletter; promotion of an event when time and attendance are critical; or whenever member benefits are involved such as athletic tickets, career assistance and other programs limited to members. Broadcast emails should be used sparingly as part of a well-conceived communications plan between the UK Alumni Association and the unit to protect the effectiveness of this tool and promote a positive relationship between alumni and the University of Kentucky. More than one topic or event should be combined into one email when appropriate.

8. Any responses, including opt-outs, received as a result of the broadcast email will be promptly forwarded to appropriate staff. The UK Alumni Association will pursue undeliverable and bounce-back emails for valid updates. The UK Alumni Association will provide a help service to support the use of the broadcast email tool.

Procedure:

All requests for broadcast emails to be sent to alumni by the university, colleges, departments, units, clubs or constituent groups should be made through the UK Alumni Association using the following procedure:

1. Requesting staff shall obtain a distribution list (MUST include Salesforce IDs) prior to each broadcast email request. This is critical to ensure all standard omits and exclusions such as “Do Not Contact” or “Do Not Email” preferences are considered. **In no case should old lists be used.** To obtain a distribution list, submit a report request at www.ukalumni.net/reportrequest prior to submission of the email request. All data requests are reviewed by the Assistant Vice President of Philanthropy.

NOTE: Any email solicitations must be approved by the Director of Annual Giving.

2. Requesting staff will submit a broadcast email request by completing the broadcast email request form at www.ukalumni.net/emailrequest at least three business days prior to the date needed to be sent (two business days if the request is send-only). This includes an allowance of 24 hours (one business day) for review by the UK Alumni Association communications staff. Information should be complete and include all relevant details including audience, images, text, links, logos, requested send date and special instructions. Specific photo and/or design requests should be made at this time. We will honor requested send dates as much as possible but may require flexibility as we manage email communications university-wide.

NOTE: Submitted requests will not be entered into the queue until all necessary information has been provided. Email copy and assets must be provided by the unit requesting this service.

NOTE: The UK Alumni Association provides an email creation service for utilization by stakeholders across the university. In the case where a unit has their own resources relative to the creation of the email, they may use those resources. All Marketing Cloud users should complete general Marketing Cloud training and supplementary Alumni Business Unit training before creating and submitting emails for approval. Brand guidelines set by the university must be adhered to in all emails and will be subject to the UK Alumni Association’s approval before deployment (skip to step 5).

3. The UK Alumni Association Marketing & Communications Coordinator (MCC) will coordinate the creation of the broadcast email.

4. The MCC will send the requesting staff member a test email for review. At this time, the requesting staff member will provide collective feedback, corrections or approval from their college, department, unit or group to the MCC.
5. The MCC will send a test email to the UK Alumni Association communications staff with specific details including the desired distribution date and deadline for any needed changes or corrections.

NOTE: The test email to UK Alumni Association communications staff will not be shared until the MCC receives approval from the requesting staff member. Thus, if the requesting staff member does not approve the test email within one business day, the broadcast email may no longer be subject to the three-business day turnaround.

NOTE: If a unit chooses to use their resources for the creation of the email, the MCC must approve the design and message before sharing with UK Alumni Association communications staff for review.

6. If changes are requested by the UKAA communications staff, those changes will be made and sent to the requesting staff member for confirmation and approval before the email is scheduled to be sent.
7. Once reviewed by the UKAA communications staff, the MCC will schedule the email with the UK Alumni Association IT office using the data parameters provided at the time of the request.

This policy will be periodically reviewed as needed.