

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing and Communications
Rob Raichlen, Director of Internal Communications

SUBJECT: Internal Electronic Newsletters

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Policy Number: MC016

Supersedes: Internal Electronic
Newsletters

Effective Date: 06/15/16

Previously Issued: 11/13/09

I. STATEMENT OF POLICY

The policy for internal electronic newsletters is a subsection of Loyola Marymount University's Electronic Announcements Policy located at Section III F 7. For convenience, the excerpt is located Section III below.

II. DEFINITIONS

See Electronic Announcements Policy.

III. POLICIES/PROCEDURES

F. Broadcast e-mail is defined as an announcement that is distributed to 100 or more campus e-mail recipients. It is reserved for institutional communications and permitted uses are specifically defined below:

7. Campus-wide electronic newsletters meeting the following criteria may be distributed internally via email:

- a. distribution is limited to the internal campus community;
- b. frequency is limited to one per 30-day period;
- c. must originate from an officially recognized program and/or department;
- d. content must be approved by the divisional senior vice president;
- e. must include a clearly visible opt-out function.

The responsibility for the management, distribution and maintenance of e-newsletter resides with the originating department and senior vice president's office.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A. Grandfathered