

CHAPTER 2: Administration and General Institution
BOARD POLICY NO. 2.36

BOARD POLICY
San Mateo County Community College District

Subject: BP 2.36 Policy on Use of Student Email Addresses
Revision Date: 1/11; xx/xx

Email is not appropriate for transmitting sensitive or confidential student information.

Confidentiality regarding student records is protected under the Family Educational Rights and Privacy Act of 1974 (FERPA). All use of email, including use for sensitive or confidential information, will be consistent with FERPA.

Email shall not be the sole method for notification of any legal action or disciplinary action. In order to control the use of mass emails to students, the following recommendations and guidelines are proposed:

1. "Mass email" is defined as a non-personalized email that is sent to more than 100 student email addresses at one time. Emails sent by faculty members to students enrolled in their classes are not considered to be "mass email" even if the number of emails sent at one time exceeds 100.
2. The ~~Vice President of Student Services~~ Public Information Officer at each College or designee shall approve the content and timing of delivery of any mass email, ~~including mass email proposed by Auxiliary Services.~~ to all current or prospective students. When determining whether a mass email should be sent, the ~~Vice President~~ Public Information Officer shall consider the following:
 - a. the number of mass emails that have been sent to students in the most recent four-week period of time;
 - b. whether prospective email messages from several departments can be combined into one email in order to reduce the total number of email messages sent to students; and
 - c. the appropriateness of the message; ~~and,~~
 - d. ~~whether the student has indicated that the College cannot release the student's "directory information" without the student's consent. In this case, the College does not have permission to use a student's email address.~~
3. Mass emails shall typically be used to communicate with students regarding the following:
 - a. registration dates and opening of the school semester
 - b. financial aid and scholarship information (not including any personally identifying information)
 - c. special events on campus
 - d. resources on campus which enhance student success
 - e. ~~schedule of final examinations~~
 - f. billing and payment information
 - g. new program information
4. In general, mass emails to students shall not be used to communicate with students for private commercial purposes (e.g., special deals for college students offered by local vendors, etc.); however, mass emails to students may be used to provide information regarding commercial purposes that align with or support College programs and services (e.g. discounted bus passes, etc.)

BP 2.36 Policy on Use of Student Email Addresses (continued)

Mass email may be used for District-sponsored commercial activities (e.g., sales at College bookstores; sales of college athletic or special event tickets) with the permission of the College ~~Vice President of Student Services~~ Public Information Officer.

5. In order to prevent students from seeing other students' email addresses, mass email messages sent to students should be sent by using distribution groups or the "blind carbon copy" options.

~~6. At the end of each mass email sent, the student will be given the option to "Unsubscribe" from the mass email list.~~

~~6.7. Mass emails sent for the purpose of notification of emergency situations are not governed by this policy.~~