**PROCEDURE**

NSCC email account holders are not permitted to send messages to large numbers of external email recipients, unless a College business requirement is clearly identified. External recipients include anyone with a non-nscc.ca email address (gmail.com, hotmail.com, etc.). Distribution to large numbers of external email recipients must be managed through an email campaign tool that has been approved or supplied by the College. Please note that not all requests to send large numbers of emails to external recipients will be approved.

**Exceptions:** Where a business unit has an ongoing requirement to email a large number of Students using their “preferred” email addresses (non-nscc.ca accounts), a Help Desk Ticket is NOT required. Examples include, but are not limited to, messages to Students (using their non-nscc.ca accounts) about tuition and/or academic deadlines. However, the business unit must keep the following in mind and plan accordingly, especially for time sensitive information where an action is required by the recipient:

- When sending external emails to non-nscc accounts, email is limited to 500 recipients per single message for a total of 10,000 recipients per day from a single sender. This is done to protect the integrity of the College email system and to ensure the College remains on the email safe-sender lists of entities such as Google and Microsoft.

  Please note that all outgoing email is automatically scanned for spam-like content such as multiple web-links and images. If the system finds the outgoing message too spam-like, it might block the sender from sending further messages. This is why we ask for this ticket to be submitted in this procedure, so we can help minimize that risk.

- For large volume external emails requiring that all recipients receive emails immediately, please submit an IT Services Help Desk Ticket as described below.

- **NOTE:** when messages like the one described above are sent to Students’ nscc.ca email addresses (their W numbers), this is considered an internal email and no additional steps are required.

**Action**

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<td>Employee or Student</td>
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1. **SUBMIT YOUR REQUEST THROUGH AN IT HELP DESK TICKET AND COMPLETE AS FOLLOWS:**

- Title – Message intended for a large number of external addresses
- Category – Email
- Issue type – Distribution list set up
- Description – please include College business requirement for the message, the return email address to which replies will be directed, the intended delivery

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**Executive Policy Sponsor:**

VP, Administration
VP, Enrolment

**Policy Steward:**

Director, IT
Director, Communications

**Approved:**

NSCC Executive Team
08/17/2015

**Effective:**

08/20/2015

**Next Review:**

August 2016

**Page:**

1 of 2
Procedure
Emailing a Large Number of External Recipients

Policy
Electronic Mail (Email) Applicable
Section: 1.04 Security and Integrity

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<td>date, the number of recipients, the size of distribution group and confirmation that the appropriate consent/permission has been secured from recipients.</td>
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2) UPON RECEIPT OF A COMPLETED TICKET:
2.1 IT Services will forward request to Communications.
2.2 Communications will consult with IT Services and the requestor to make a determination.
2.3 Communications will provide the requestor with a decision and, if approved, work with the requestor on setting up the email campaign tool and ensure compliance with Canada’s Anti-Spam Legislation.

IT Services
Organizational Communications Advisor
Organizational Communications Advisor

PROCEDURE SUPPORTS
CASL Frequently Asked Questions
NSCC Best Practices for Emailing