

<i>Procedure</i> <i>Emailing a Large Number of External Recipients</i>	<i>Policy</i> <i>Electronic Mail (Email)</i> <i>Applicable Section: 1.04</i> <i>Security and Integrity</i>
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## 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.ca accounts, email will automatically be sent at a rate of 100 recipients per hour. This is done to protect the integrity of the College email system and to ensure the College remains on the safe-sender lists of entities such as Google and Yahoo. This means, a distribution to 1000 external email recipients will take at least 10 hours.
- 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.

<i>Action</i>	<i>Responsibility</i>
<p>1. <b>SUBMIT YOUR REQUEST THROUGH AN <a href="#">IT HELP DESK TICKET</a> AND COMPLETE AS FOLLOWS:</b></p> <ul style="list-style-type: none"> <li>• Title – Message intended for a large number of external addresses</li> <li>• Category – Email</li> <li>• Issue type – Distribution list set up</li> <li>• Description – please include College business requirement for the message, the return email address to which replies will be directed, the intended delivery</li> </ul>	Employee or Student

<b>Executive Policy Sponsor:</b> VP, Administration VP, Enrolment	<b>Policy Steward:</b> Director, IT Director, Communications	<b>Approved:</b> NSCC Executive Team 08/17/2015	<b>Effective:</b> 08/20/2015	<b>Next Review:</b> August 2016	<b>Page:</b> 1 of 2
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<i>Action</i>	<i>Responsibility</i>
<p>date, the number of recipients, the size of distribution group and confirmation that the appropriate consent/permission has been secured from recipients.</p> <p><b>2) UPON RECEIPT OF A COMPLETED TICKET:</b></p> <p>2.1 IT Services will forward request to Communications.</p> <p>2.2 Communications will consult with IT Services and the requestor to make a determination.</p> <p>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.</p>	<p>IT Services</p> <p>Organizational Communications Advisor</p> <p>Organizational Communications Advisor</p>

## PROCEDURE SUPPORTS

CASL Frequently Asked Questions  
NSCC Best Practices for Emailing

<b>Executive Policy Sponsor:</b> VP Administration VP Enrolment	<b>Policy Steward:</b> Director, IT Services Director, Communications	<b>Approved:</b> NSCC Executive Team 08/17/2015	<b>Effective:</b> 08/20/2015	<b>Next Review:</b> August 2016	<b>Page:</b> 2 of 2
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