

Our Lady of the Lake University
Official Student E-mail Policy
(Use of E-mail for Official Correspondence with Students)

1. Introduction and Purpose

At Our Lady of the Lake University, there is an increasing need for fast and efficient communication with currently enrolled students in order to conduct official business of the University. Each student is provided with a University e-mail account and this campus e-mail address remains the official vehicle for official University correspondence, for the protection of student information and in compliance with FERPA regulations. This policy is to clarify the uses of OLLU student e-mail accounts and students' responsibilities with regard to those accounts.

2. University use of e-mail

OLLU e-mail is a mechanism for official communication within Our Lady of the Lake University. The University has the right to expect that such communications will be received and read in a timely fashion. Official e-mail communications are intended only to meet the academic and administrative needs of the campus community. The Chief Technology Officer will be responsible for the appropriate use of this e-mail policy. See [Guidelines for the Use of Official Student E-mail Addresses](#) for details.

3. Assignment of student e-mail

Official University e-mail accounts are available for all accepted students. These accounts are activated by the University during the Admission process and students are notified of their account information via U.S. mail. The official e-mail address will be maintained in the University's Administrative Software Application, and will be treated as directory information. As with other directory information, any student may request that his or her official e-mail address be restricted in its release.

4. Redirecting of e-mail

If students wish to have e-mail redirected from their official @lake.ollusa.edu address to another e-mail address (e.g., @aol.com, @hotmail.com), they may do so, but at their own risk. The major benefit of e-mail forwarding is one of convenience, as it allows students to maintain and check fewer e-mail accounts. The University will not be responsible for the handling of e-mail by outside vendors. Having e-mail redirected does not absolve students from the responsibilities associated with official communication sent to their @lake.ollusa.edu accounts. Additionally, OLLU will not collect secondary e-mail addresses. Refer to [Directions for Forwarding your E-mail](#) later in this document.

5. Expectations about student use of e-mail

Students are expected to check their e-mail on a frequent and consistent basis in order to stay current with University-related communications. Students must insure that there is sufficient space in their accounts to allow for e-mail to be delivered. Students have the responsibility to recognize that certain communications may be time-critical. "I didn't check my e-mail", errors in forwarding mail, or e-mail returned to the University with "Mailbox Full" or "User Unknown" are not acceptable excuses for missing official University communications via e-mail.

6. Authentication for confidential information

It is a violation of University policies, including the Student Code of Conduct, for any user of official e-mail addresses to impersonate a University office, faculty/staff member, or student. To minimize this risk, some confidential information may be made available only through [WebAdvisor](#) link, which is password protected. Confidential information includes grades and financial aid award amounts. In these cases, students will receive e-mail correspondence directing them to WebAdvisor or other third party password-protected Websites, where they can access the confidential information only by supplying their login name and password. The confidential information will not be available in the e-mail message.

7. Privacy

Users should exercise extreme caution in using e-mail to communicate confidential or sensitive matters, and should not assume that e-mail is private and confidential. It is especially important that users are careful to send messages only to the intended recipient(s). Particular care should be taken when using the "reply" command during e-mail correspondence.

8. Educational uses of e-mail

Faculty will determine how electronic forms of communication (e.g., e-mail) will be used in their classes, and will specify their requirements in the course syllabus. Faculty can make the assumption that students' official @lake.ollusa.edu accounts are being accessed, and faculty can use e-mail for their classes accordingly including course evaluations.

9. Responding to an unofficial e-mail address

OLLU employees need to be careful when responding in detail to a query sent from an unofficial e-mail address since there is no assurance that the sender is, in fact, the student. If there is no assurance, the recommended step is to provide generic replies, directing students to University tools that require authentication such as WebAdvisor, or to require students to provide their primary campus e-mail address to receive a reply.

10. Termination of University e-mail accounts

Student University e-mail accounts are activated during the Admission process and remain active during the student's course of study. If a student does not enroll for a year, the e-mail account moves to inactive status. When a student graduates or completes a certification program, the e-mail account remains active for 90 days after the completion date.

Guidelines for the Faculty and Staff Use of Official Student E-mail Addresses

In fall 2007, Our Lady of the Lake University revised the procedures and reconfirmed the official student e-mail addresses to enable faculty, staff and administrators to communicate more effectively and efficiently with students. View the [Official Student E-mail Policy](#) for policies governing the use of this e-mail address.

Appropriate use of e-mail addresses is essential to the success of this mode for contacting students. On one hand, if the e-mail address is used to communicate too much information too often, particularly if the information is perceived to be unimportant, students will abandon the system. On the other hand, if sensitive, confidential information is communicated via e-mail, student's privacy rights may be violated (see [Release of Student Information](#)). This document is intended to help guide the appropriate usage of student e-mail, in particular those messages sent **from** University administrators, faculty and staff **to** students. Students may choose to use their e-mail accounts more broadly than prescribed by these guidelines.

General guidelines

- Keep messages simple and direct.
- When possible, send e-mail messages only to the specific group of students for whom the message is pertinent.
- When a message is to be sent to many recipients, use an e-mail program that will not list all the recipients in the message; alternatively, include all recipients' addresses as "Bcc:" instead of "To:"
- When a message is to be sent to more than 100 students, please refer to **Guidelines for Use of Exchange/Outlook Distribution Lists** and to **E-mail List Service Policy** on the ITS Policies Web page for more guidance (University web site, Campus Technology). Certain executive offices have permission to e-mail all students regarding important University business or emergencies. For student surveys using e-mail notification to more than 100 students, please confer with the appropriate vice president.
- Do not send attachments when sending messages to groups of students.
- A "From:" or "Reply-to:" name and e-mail address of the sender is required.
- Encourage students to check their @lake.ollusa.edu accounts regularly or to forward their account to an address that they will check regularly.

Examples of appropriate uses

- Commencement and convocation information
- Degree check information
- Notification concerning students' change of course schedules (drop/adds), withdrawals, scholastic status, etc.
- Notification of cancellation of registration
- Student aid processing issues and deadlines
- Academic departmental information such as class changes, registration issues, new courses, job-opening lists, and events
- Math and English placement information
- New student information about academic support services and academic policies
- Advising appointments
- Notices about student internships, career fairs, and workshops
- Payment deadlines and other Student Business Office/Student Account information or reminders

- General Education Program information
- Surveys (See [Survey Guidelines](#) for special instructions concerning the use of e-mail for surveys.)

Examples of inappropriate uses

- Information unrelated to University business
- Solicitation
- Promoting political viewpoints
- Personal information
- Surveys that do not serve sanctioned University purposes.
- E-mails that violate the [Acceptable Use policy](#).
- Messages containing confidential information such as course grades and financial aid award amounts.

Note: the above two policies were modified from www.registrar.arizona.edu.

Directions for Forwarding your E-mail

Make sure you read OLLU University [policy on e-mail above](#), particularly sections 2 through 5 as they outline your responsibilities with regard to University e-mail. Review of the policy may affect your decision on whether to forward your e-mail.

If you decide to forward your e-mail to another account, you are implicitly acknowledging your understanding and acceptance of these policy statements.

E-mail sent to OLLU e-mail accounts may be forwarded to another non-University e-mail address. Incoming e-mail is resent to the target e-mail address from your OLLU account. Please follow these instructions to set up e-mail forwarding for addresses ending in @lake.ollusa.edu.

- 1) Log in to your OLLU e-mail as usual.
- 2) Click on Rules in the left-side navigation bar.
- 3) Click on the New icon and a Rules window appears.
- 4) Give your rule a name, like 'forward to Hotmail'.
- 5) If you do NOT fill in any of the boxes under 'When mail arrives', then ALL e-mail will be forwarded to the address you enter in Step 6. This is safest to make sure you receive all messages. If you check the box 'Sent only to me' then messages where you are part of a distribution list or one of several listed recipients will NOT be forwarded.
- 6) Click the 'Forward it to' button, and fill in the box with your preferred off-campus e-mail address.
- 7) Uncheck the 'keep a copy' box if you don't need or want a copy of forwarded messages in your campus inbox. It is best to leave a copy there for safety, at least until you are comfortable with how forwarding works, but if you don't check your OLLU account once in a while, your Inbox may become too full to receive and forward new messages.
- 8) Click on 'Save and Close' near the top left of the Edit Rule window.

Please be advised that messages will show up in your off-campus account as 'From:' your OLLU account, with a 'FW: (original subject line)' as they are forwarded, not redirected, from your OLLU account. Clicking on Reply will use your OLLU address as the intended recipient.

To Remove a forward (e-mail remains sent to @lake.ollusa.edu address)

- 1) Log in to your OLLU e-mail as usual.
- 2) Click on Rules in the left-side navigation bar.
- 3) Make sure your forwarding rule is highlighted.
- 4) Click on the X button above to delete the forwarding rule.
- 5) Click on 'Save and Close' near the top left of the Edit Rule window.

Survey Guidelines

These guidelines are designed to help offices that need to gather survey responses from students as part of their unit's responsibilities. Student e-mail addresses provide a convenient, low-cost way to inform students about online surveys, but care needs to be taken to ensure that students are not annoyed by inappropriate surveys or overwhelmed by the volume of requests. Otherwise, response rates will fall and students will become less vigilant about checking their e-mail boxes. In that spirit, the following guidelines are suggested:

1. **Target surveys only to the relevant group of students.** Students are more likely to respond when they understand the relevance and importance of the survey questions to them. In addition, it is important to minimize the number of surveys that any individual student might be asked to complete. This will help ensure that response rates do not drop to unacceptable levels for all surveys and that students do not view their official e-mail address as a source of unwanted and unneeded messages. The Office of the Registrar will need to limit the number of survey e-mails sent to students if the volume of requests exceeds reasonable levels.
2. **Sample only as many students as needed to ensure a reasonable sampling error.** This will also help control the number of times students are asked to complete surveys.
3. **Provide information in the e-mail about the purpose of the survey and the value to the student.** Students have a right to a clear description of the survey's purpose, which should be conveyed as part of the initial e-mail message. Also, response rates increase when a survey's purpose and value are clearly stated.
4. **Make it clear to students that their participation is optional.** Students need to know that they are not required to respond to campus surveys. Class assignments that require survey participation are the only exceptions to this guideline. This message should also be conveyed in the initial e-mail message. Participation in course evaluations is expected of all students.
5. **Ensure the confidentiality of student responses.** Students should be told that their responses are confidential and will not be reported individually. The researcher has an obligation to ensure that an individual student cannot be identified in any reporting of survey results.
6. **Keep the e-mail message to students concise and clear.** Long e-mail messages are ineffective and annoying.
7. **Clearly indicate contact information about the person and office responsible for the survey.** Students, as well as the Office of the Registrar, need to know who is responsible for the survey. If students reply to their e-mail message, the responsible office should be the recipient.
8. **Do not use students' official e-mail address for market research or solicitation.** Surveys designed to solicit student participation in a service or to increase student use of a product will not be supported. Student surveys should support the core academic mission of the University.
9. **Send only one follow-up e-mail reminder to complete the survey.** To limit the volume of e-mail to students, only a single reminder should be sent, generally about two weeks after the initial e-mail message to students.