

# Procedures for Sending an EAGLEGRAM E-mail Message at Georgia Southern University

It is policy at Georgia Southern University that student e-mail accounts will serve as an official method of correspondence. Official e-mail correspondence will have 'Georgia Southern University EAGLEGRAM' as the subject. Subject lines containing "EAGLEGRAM" should not be used for other purposes. Students are expected to regularly check their accounts for activity. In some cases, their Georgia Southern e-mail account will be the only method of communication utilized to communicate important information to them. To understand more about this, please review the 'Electronic Communications' section of the current Student Guide at <http://students.georgiasouthern.edu/sta/guide/>.

The following procedures must be followed to ensure the timely and efficient use of student e-mail.

1. Any request to send an EAGLEGRAM to students must be approved by Dr. Georj Lewis, Dean of Students. The Dean of Students Office will act as the University's EAGLEGRAM Postmaster; therefore, all EAGLEGRAMS will be sent electronically from the Office of the Dean of Students. Requests should be submitted to [eaglegram-postmaster@georgiasouthern.edu](mailto:eaglegram-postmaster@georgiasouthern.edu).
2. EAGLEGRAMS are to be limited to pertinent official University communication; **EAGLEGRAMS WILL NOT BE used to advertise, especially to all students.** We must ensure that we limit EAGLEGRAMS to avoid SPAM mail, server and e-mail difficulties. Please review your requests to determine if any other communication method can be used such as our student newspaper, *The George-Anne* or a campus listserv (e.g. GSINFO).

The following are examples of the kind of EAGLEGRAM requests that **WILL NOT** be approved: **messages that contain attachments, surveys with personal identifiers, general advertisements, solicitations, personal group ads, departmental position announcements, events, or program announcements.**

All requests will be reviewed to determine if an EAGLEGRAM is the appropriate method for distribution. Decisions will be communicated to the contact person by phone, e-mail or campus mail. Requests should include the following information:

- a. Name of Division/Department/Office;
  - b. Name, campus phone number, and e-mail address of the contact person;
  - c. Text to be included in the e-mail message;
  - d. Approximate number of students to be contacted and, if applicable, target area;
  - e. Brief justification for distribution as EAGLEGRAM;
  - f. Frequency and date(s) to be sent.
3. When approved, the requestor will need to work with appropriate university staff to provide a **comma delimited file or Microsoft excel** with the targeted student population's e-mail addresses. If the department is pulling a specific population of students based on confidential information or specific criteria, written permission must be obtained by the department who owns the student data. For example, a request to send an EAGLEGRAM to all Financial Aid recipients must be approved by the Department of Financial Aid.
  4. Once the e-mail address file is finalized, the pre-approved text with the attached e-mail file should be sent to **EAGLEGRAM\_postmaster@georgiasouthern.edu**. A REPLY-TO e-mail address for the students must be included. The following guidelines will be strictly adhered to:
    - a. No attachments will be sent to students.
    - b. The message must be sent in plain ascii text with no color.
    - c. The message should be brief and to the point. If possible, include references to additional information on the university website (For example, WINGS, <http://students.georgiasouthern.edu/volunteer/>). Unless special approval is granted, EAGLEGRAMS will be general in content and will not contain confidential information. For example, students should be directed to WINGS to review information in BANNER about their academic and/or financial status. Departments should work with Information Technology Services to make their BANNER information available for viewing on WINGS if it is not currently available.
    - d. Finalized requests for distribution must be received five (5) business days prior to the date of delivery (unless special arrangements have been made with the EAGLEGRAM postmaster).
    - e. The message must include the department name, phone number, location and, if applicable, departmental website.
    - f. Information should be relevant to students during the current semester only.