	Maryland Institute for Emergency Medical Services Systems		
	<i>Policy: Mass Email Policy</i>		
	<i>Originator: Information Technology and Communications</i>		
	Policy Number	Effective Date	Revision Date
137.03	October 11, 2011	n/a	

Purpose: This policy reflects the Maryland Institute for Emergency Medical Services Systems (MIEMSS) decision to use a designated email account as the official means of communication for all distributed emails. The purpose of this policy is to provide a definition for mass email; clarification for who can send mass emails; and procedures for sending mass emails.

This policy does not apply to email originating by means other than through the Mass Email System.

Definitions:

- Mass Email - For the purposes of this policy, mass email shall be considered to be any unsolicited electronic mailing in which the message is sent to members of the public safety community, our health care partners, or other stakeholder organizations, agencies or entities using a designated email address such as MIEMSS News [news@MIEMSS.org]. This policy does not apply to individual email-based distribution.

1. Types of Mass Emails

There are three classes of mass email: Urgent, Formal Notice and Informational. The class of the message determines the distribution schedule. The requestor of the message will indicate the selected class. For this policy, the classification will be one of the following

- a. Urgent Class - A category of mass emails reserved for highly important, time-sensitive emergency notices, such as, a disaster alert. Messages in this class may be scheduled for immediate distribution as soon as they are properly approved.
- b. Formal Notice Class - A category of mass emails reserved for highly important, non-emergency messages, such as, changes in state reporting or legislative requirements. Messages in this class are scheduled for off-peak distribution.
- c. Informational Class - A category of mass emails covering non-emergency messages related to MIEMSS work or information, including events. Messages in this class are scheduled for off-peak distribution.

2. The following are examples of what is not acceptable for mass email. Specifically, mass emails should not be used for:

- a. Mailings not related to MIEMSS business or activities.



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- b. Mailings associated with political or religious statements, expression of personal opinion, conduct of personal business, unauthorized fundraising or solicitation (solicitation is defined as any verbal or written effort to raise funds through the sale of merchandise/services or through charitable donations as well as to influence opinions or to gain support for an issue or cause).
3. Mass Email Request Process
 - a. The MIEMSS IT Department will accept mass email requests via the Computer Support [computersupport@miemss.org] mailbox. The requests should be classified according to the above mentioned classes by the requestor. Additionally, with the exception of Urgent Class, MIEMSS IT requires that all mass email requests be submitted at least one business day before the desired date and time for the email to be sent. This ensures that proper scheduling is made and that the emails go out in a timely manner.
 - b. When making requests, it is important that the following information is supplied in your email to Computer Support:
 - i. A copy of the message to be sent including all associated attachments.
 - ii. An updated copy of the mass email address list to which the message will be sent.
 - iii. The requestor must specify the return email address to be used with the mass email.
 - iv. A date and time for the message to be sent.
 - v. It is important to note that the MIEMSS IT Department recommends a non-personal return email address be used when requesting mass emails. This is because there is no validation or guarantee that delivery of mass emails to the recipients will take place. Additionally, responses from recipients can also be substantial and this can result in an overwhelming amount of emails in a personal mailbox.
4. The IT Department assumes the sole responsibility for setting up the mass email process. However, since there is no guarantee of email delivery, we cannot accept fault for non-delivery of mass emails unless there is a problem with our system process.
5. IT staff will not edit or maintain mass email recipient lists. The requestor for any mass email is expected to supply an updated list when submitting a request.
 - a. The requestor is expected to remove from the recipient list any email addresses that were undeliverable or requested to be removed as indicated in the return email address mailbox. The return address mailbox shall be check by the requestor, or designee, after 5

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business days, but no later than 10 business days, of the mass email being sent. IT staff will not be responsible for monitoring the emails in this mailbox. This will be the responsibility of the requestor of the mass email.

6. IT staff will not format or make editing changes to any document supplied for mass email. This means that the content is the sole responsibility of the requestor.
7. Violations of this policy will be reported to the IT Director. Requests for exceptions to this policy shall be submitted to the Office of the Director for Information Technology.

Public/Private Designation: Public - This document is approved for publication and unrestricted distribution.

Policy approved by MIEMSS:

Date: 10/10/11

Signature: 
 Robert R. Bass, MD
 Executive Director