



Policy: **MASS E-MAIL POLICY – STUDENTS**
Issue Date: April 2022
Next Review Date: April 2023
Approved By: President, Huron University College

DEFINITION

For the purpose of this policy, mass e-mail refers to an unsolicited e-mail(s) sent from Huron University College (“Huron”) or a unit, department, or faculty within Huron to the entire student population (or a specific subset of the student population).

This policy does not apply to e-mail communications directed to individual students, student discussion groups, or mailing lists.

PURPOSE

Huron recognizes that overuse of mass e-mails can clog the network and waste time when the e-mail is sent to persons who do not need that particular information. Mass e-mails are to be utilized only for conveying important, time-sensitive information having widespread impact on the Huron student community. Messages must relate to academic, administrative, or student financial matters.

AUTHORIZATION AND PROCEDURE

All requests to send out mass e-mails to the entire student population (or a specific subset of the student population) must be made in writing by e-mailing either the Vice President, Finance & Administration or the Vice President, University Growth.

The requesting party must provide the following information in their written request:

1. A draft copy of the proposed mass e-mail;
2. A clearly defined distribution list of recipients (i.e. will the mass e-mail be sent to the entire student population or a specific subset of the student population); and
3. The proposed time and date that the mass e-mail will be sent to the recipients.

All mass e-mail request must be approved by either the Vice President, Finance & Administration or the Vice President, University Growth prior to sending any mass e-mail to the entire student population (or a specific subset of the student population).

The Vice President, Finance & Administration or the Vice President, University Growth reserve the right to deny any mass e-mail request.

CATEGORIES

Mass e-mails must fit within the following categories:

1. Information that relates to matters of immediate health, safety, or security concerns. For example: to advise that a suspicious person has been spotted on campus.
2. Urgent or extraordinary matters that require immediate action. For example: to advise that classes have been cancelled due to severe weather conditions.
3. Information relating to University governance that requires communication to all students. For example: a statement outlining a change to a policy that affects students.
4. Information relating to registration, tuition owing, financial aid, graduation, and other services offered by the Registrar’s Office and Student Services. For example: to advise

students who applied to graduate that they do not have all the necessary credits in order to graduate.

5. Information relating to any campus-wide institutional events, conferences and student gatherings that apply to the broader Huron student community. For example: to advise that there will be up coming campus-wide events occurring, such as, Bell Let's Talk, Derry Lecture, Convocation or Huron1Read.

POLICIES

1. The distribution list must be refined in order to ensure the message is delivered only to those students for whom it is relevant. The sender of the message is responsible for defining the distribution list as accurately as possible. When appropriate, use smaller and more targeted mailing lists rather than larger, broader lists.
2. The text of the mass e-mail must be in plain text.
3. The mass e-mail message ought to be kept short and to the point. Where possible include a link to a website where the recipient can find more information.
4. A reply e-mail must be provided. It is the sender's responsibility to reply to any messages or comments from students, and to deal with bounced e-mail messages.
5. Attachments in mass e-mails are prohibited. If the sender wishes for students to have additional information, they must provide a link to a website where the recipient can find more information.
6. Mass e-mail messages will only be sent to University-assigned e-mail addresses.
7. Mass e-mails messages will only be sent to currently registered students.
8. Mass e-mails shall not contain solicitations.

OTHER COMMUNICATION METHODS

Individuals who wish to reach the Huron student community but whose request does not meet the criteria stated above for sending a mass e-mail to the entire student population (or a specific subset of the student population) are encouraged to consider other methods of communication, such as:

1. Huron's website;
2. Huron's social media accounts; and
3. Bulletin boards on campus.

Individuals who wish to use the aforementioned communication methods should contact the Vice President, Finance & Administration or the Vice President, University Growth to determine the appropriate procedure/authorization process for doing so.

EXCEPTIONS

No exceptions to this policy may be made without the permission of the Vice President, Finance and Administration or the President.