



Huron
AT WESTERN

HURON UNIVERSITY COLLEGE **Mass Email Policy - Students**

DEFINITION

Mass e-mail refers to unsolicited e-mail sent from Huron University College (hereinafter “Huron”) or a unit, department, or faculty within Huron to the entire university student community or a specific subset of the university student community.

This Mass E-Mail Policy (hereinafter “Policy”) does not apply to individual, discussion group, or mailing list e-mail communications.

PURPOSE

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. 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.

AUTHORIZATION

All mass e-mail requests must be authorized by a Huron University authority (see chart below). Such authorization must be given before the mass e-mail request is submitted. The Huron University authority may be contacted before the mass e-mail request is sent.

Request Source	University Authority
Faculty Member	Principal or delegated to VP
Unit	Vice Principal



CATEGORIES

Mass e-mails must fit within the following categories:

- 1 Information that relates to matters of the immediate health, safety, or security of students. For example: to advise that a suspicious person has been spotted on campus.
- 2 Issues of an urgent or extraordinary matter 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 Registrarial Services and Student Information 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 University College. For example: To advise there will be a campus-wide event happening in the coming weeks i.e. Bell Let's Talk, Derry Lecture, Convocation, Huron1Read."

PROCEDURE

In order to request a mass e-mail distribution, a request must be made via email to the appropriate approver.



POLICIES

- 1 The mass e-mail text must comply with the Huron's general e-mail policy.
- 2 The message must be directed only to a specific targeted group of students; e-mails that are sent to students who have no connection to the information clog up the network and create frustration.
- 3 The text of the mass e-mail must be in plain text or if using HTML, images, special formatting, plain text must be provided.
- 4 The mass e-mail text ought to be kept short and to the point. Where possible include a link to a website where the recipient can find more information.
- 5 A reply e-mail must be provided. It is the requestor's responsibility to reply to any messages or comments from students, and to deal with bounced e-mail messages.
- 6 Attachments in mass e-mails are prohibited. If the requestor wishes for students to have additional information, they must provide a link to a website where the recipient can find more information.
- 7 Mass e-mail messages will only be sent to University-assigned e-mail addresses.
- 8 Mass e-mails messages will only be sent to currently registered students.
- 9 All emails that contain solicitations or could be considered as such must include an Opt Out Option. In this case, Western's bulk email system should be used where this option is available. This is not currently available with the distributions Lists that Huron is using.



OTHER COMMUNICATION METHODS

If one wishes to reach the University student community but the request does not meet the criteria stated above for a student e-mail, there are additional communication methods that are available. They include:

- 1 Huron's Website
- 2 Social Media Accounts
- 3 Bulletin Boards

EXCEPTIONS

No exceptions to this Policy may be made without the permission of a Vice Principal or the Principal.

Created: June 2018