

**HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES**

Chapter 5	Information Management & Services	Effective:	September 2000
Section 5.5	Information Management Client Support Services	Revised:	February 2007
<b>Policy 5.5.12</b>	<b>Using Electronic Communications for Broadcast E-Mail Notifications and Distribution of Information</b>	Responsibility:	Vice President and Chief Information Officer

## **USING ELECTRONIC COMMUNICATIONS FOR BROADCAST E-MAIL NOTIFICATIONS AND DISTRIBUTION OF INFORMATION**

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### **Policy**

Authority to use the entire master list of E-Mail addresses rests with the Deans and Vice Presidents, or their designees. System-wide electronic messages (Broadcast E-Mail) should be used sparingly for urgent, emergency notices. The frequency, content, and other characteristics of most messages are inappropriate for such wholesale delivery.

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### **Responsibility of Segmented E-Mail List Owners**

Owners of standing E-Mail lists are expected to develop and monitor compliance with written operating procedures for the use of their lists. All E-Mail list owners are encouraged to consider the benefits of moderating or otherwise controlling access to large lists. This applies whether a list has been created for one-time use or is maintained as a standing list, whether compiled manually or from the central database, and whether involuntary or by subscription.

All electronic communications are expected to comply with relevant federal and state laws, as well as Health Science Center regulations and policies, security considerations, and ethics in computing. The texts of these policies outlining responsible computer usage at the Health Science Center are available in [Section 5.5.11](#), "Computer Crimes Law", of the *Handbook of Operating Procedures*.

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### **Procedures For Approval & Sending Broadcast E-Mail Messages**

Campus-wide or otherwise broad distribution of electronic messages and documents are permitted with approval of appropriate University offices. This document defines the procedures for gaining approval to send and, then, broadcasting messages to the campus community or a substantial subset thereof.

Electronic mail messages that are intended for all or a large segment of the Health Science Center community should be used sparingly for rare and for urgent, emergency notices (see table below for examples). Authority to use a master list of all University E-Mail addresses rests with the Vice Presidents and Deans, or their designees.

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Requests for assistance with broadcast mailings - either as a prospective list owner or as an applicant to send a broadcast mailing - should be directed to [postmaster@uthscsa.edu](mailto:postmaster@uthscsa.edu) or to Computing Resources Triage (help desk) section, (210) 567-2069.

Any "Broadcast E-Mail" from the Health Science Center requires:

- Approval from an office listed in the "Broadcast E-Mail Approval Authority" table below.
- The message serves the Health Science Center missions (as determined by the approval authority).
- Announcement succinctly addresses as narrow an audience as can easily be determined (determined by approval authority).

The process for sending a message to all or part of the University community has four steps:

1. Consider the target population and message content. At present, a message can be sent to:
  - all students
  - all students in a particular School
  - all faculty
  - all faculty in a particular School
  - all faculty and staff
2. Contact the appropriate Health Science Center approval authority to obtain approval to send your message. This person will need to know the target population.

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The "Broadcast E-Mail" request must be E-Mailed to the appropriate Health Science Center approval authority for their review and approval. The request must contain the following information:

- Name, department and phone number of the person or organization submitting the request;
  - E-Mail address of the individual mailbox from which the "Broadcast E-Mail" will be sent;
  - Subject line of the "Broadcast E-Mail";
  - Body (content) of the "Broadcast E-Mail";
  - Earliest date for the "Broadcast E-Mail" to be sent;
  - Latest date for the "Broadcast E-Mail" to be sent; and,
  - Other instructions
3. If your request is approved:
- a. the appropriate Health Science Center approval authority will reply to you by E-Mail authorizing the distribution of your message;
  - b. the (E-Mail reply) approval must include a "cc" to: [postmaster@uthscsa.edu](mailto:postmaster@uthscsa.edu).
4. Upon receipt of all of the above information, the Health Science Center Postmaster will reply to the requestor with instructions for sending the "Broadcast E-Mail."

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**Broadcast E-Mail Approval Authority**

<u>Approval Authority</u>	<u>Content/Type</u>	<u>Intended Audience</u>
Executive Vice Presidents for Facility Planning and Administration and Business Affairs or designee	Emergency alerts, e.g., all classes cancelled; epidemic; safety/security threat; extreme weather.	All E-Mail account holders (employees and students)
Executive Vice Presidents for Facility Planning and Administration and Business Affairs or designee	Administrative events, e.g., changes in administrative procedures; extended hours for escort service; deadline extension for health insurance applications; non-emergency safety notices.	All employees (staff and faculty) or faculty only
Vice President for Academic Administration or designee	Academic related events, e.g., creation of faculty organizations, convocation.	All students; all students within a school; specific student groups or all faculty
Deans	Academic communicating to faculty or students within a School.	All faculty, faculty senate members, or students within a School