

DEPAUL UNIVERSITY



Email Broadcasts and Other University Communications

Category: Operations

Responsible Department: Information Services

Responsible Officer: Vice President, Information Services

Effective Date: 2/21/2018

Policy Summary

This policy defines the process for communicating essential university business via email, and describes other communication tools for non-essential university business.

Scope

This policy affects the following groups of the University:

- Entire University Community

This policy affects all members of the university community.

Policy

The university has a responsibility to communicate consistently, openly, and effectively with its constituencies regarding essential university business. Members of the university community have a responsibility to stay reasonably informed about university news and events according to their roles and responsibilities at DePaul.

The university provides tools and/or methods of constituent communication for both essential and non-essential university business. These communications are subject to review and limitation based on purpose, frequency, audience and other factors.

Within this policy several references are made to university groups. University groups include, but are not restricted to: colleges, divisions, departments, centers, employee resource groups, and student organizations.

University groups may assemble marketing or mass communication email lists of community members only through direct subscription. Direct subscription is defined as a method of collection where the e-mail address owner knowingly submits an address for the purpose of being marketed to and

communicated with by the collecting entity. All communication through group-assembled email lists must include an option for recipients to opt-out of communications.

A. Email Broadcasts for Essential Business

Email broadcasts convey emergency and/or important university business and community news and information to all or segmented members of the university community. Members of the university community are not permitted to opt out from receiving these messages.

University groups who are responsible for communicating essential university business are given access to and "send-as" rights to the University Communication Tool. Information Services has the final authority to approve all users of the tool, the 'send-as' rights, as well as the appropriateness of the communications sent using the tool.

Appropriate email broadcasts include, but are not limited to:

Executive Offices:

- Announcements regarding the state of the institution (i.e., budget, external/internal issues impacting the university, school closing or emergency information).
- Updates or bulletins concerning university-wide initiatives (i.e., strategic planning information).
- Announcements of departures/new hires of senior level administration. (i.e., deans and vice presidents).
- Personal messages from the president (i.e., acknowledgement of achievement of an individual or group, season's greetings, etc.)
- Any Presidential invitation or event

Office of the Secretary:

- Promulgation of new and revised policies and procedures.
- Announcements regarding executive officer employment searches.

Division of Mission and Ministry

- Bereavement notices for immediate family members of DePaul employees (see Bereavement Notices policy).

Human Resources:

- Announcements about benefit information and enrollments.
- Announcement of external or internal human resource issues that would have a direct impact on personnel across the university.

Information Services:

- Notices of upgrades, repairs, scheduled or unscheduled system downtimes, or other systems issues that impact the university.
- Critical security advisories.

Facility Operations:

- Announcements concerning the status of the campuses (i.e., parking information, construction updates, window washing).
- Emergency notices (i.e, power outages, weather-related emergencies, fire).
- Schedule of building access during holiday seasons.

Public Safety:

- Announcements concerning the public safety of the University.

Student Affairs

- Essential information sent to students and university-wide announcements concerning student issues.

Payroll:

- Issue communications relating to pay cycles, entry and approval of non-exempt hours and other payroll-related matters.

Office of Public Relations and Communications:

- Newslines

B. Email Broadcasts for Non-Essential Business

1. Group Assembled Mailing Lists

A university group may assemble an email list comprised of its members for the purpose of sharing relevant unit news and information. However, university groups may not assemble marketing or mass communication email lists of university members outside the group except when recipients are added through a direct subscription method. All communications sent using a group-assembled mass mailing list should include information for the university member to opt-out of communications. If a university member receives an email communication from a university department which they feel was unsolicited, has no opt-out feature and/or after they have requested to opt out, the email should be forwarded to Information Services at tsc@depaul.edu. Information Services will contact the group to ensure that the policy and procedures are being followed. University groups must dedicate resources towards keeping email lists current.

2. Other University Communication Tools

For sharing non-essential university business or community news and events information, members of the university community have these communication tools at their disposal:

Customer Relationship Management (CRM): These Information Services-based electronic communications are limited, specialized, and targeted communication/response campaigns that are arranged between a sponsoring person/group and Information Services. This tool is most often used for needs such as marketing, surveys and rsvp collection for segmented target audiences in the university community. Advance notification is required, and availability may be limited during times of peak demand.

Localist: A calendar located at <http://events.depaul.edu>, in which users can both post event details, and indicate interest and rsvp for events. The Office of Public Relations and Communications has the authority to review and remove content.

Procedures

A. Email Broadcasts for Essential Business

Each university executive, or member of the senior leadership team, and faculty and staff council leaders will designate a member(s) of their staff as their authorized communication delegate(s) for sending these broadcast messages. The names of these individuals will be reported to Information Services. Authorization cannot be sub-delegated. Changes in delegates must be communicated to Information Services via the [PeopleSoft Access Request Form](#).

It is recommended that all essential communication be sent on behalf of a departmental or organizational email resource account rather than that of an individual employee, for example: tsc@depaul.edu rather than jsmith1@depaul.edu. Email resource accounts can be set up by contacting Information Services or by using the [online request form](#).

Included with this request is the desired `send-as' rights that the individual may use for communications.

Information Services has the authority to approve all users of the communication tool, the `send-as' rights, as well as the appropriateness of the communications sent using the tool.

All email broadcasts of essential business will include a footer stating:

"You have received this message because our records indicate that you are a student, faculty member, staff member, or retiree of DePaul University. Such messages are sent periodically to the entire university community on a need-to-know basis. Students, faculty, staff, and retirees may not choose to unsubscribe to these messages. If you are NOT a current student, faculty member, staff member or retiree contact: tsc@depaul.edu. Thank you."

B. Email Broadcasts for Non-Essential Business

1. Group-Assembled Mailing Lists

Subject to the policy language above, a university group may assemble an email list comprised of its members for the purpose of sharing news and information.

Customer Relationship Management (CRM):

All CRM requests must be initiated using the online request form, located [at this link](#). They will be accepted on a first-come, first-served basis. A member of the CRM team will respond to emails within 1 business day to help plan and finalize requests.

All communications are subject to final approval by Information Services.

All materials must be provided at least 5 business days prior to the anticipated launch. CRM communications are coordinated so that university populations do not receive multiple emails on the same day.

All electronic communication must adhere to the DePaul University brand standards identified by DePaul's Marketing Communications group [here](#).

Localist:

Any university member can post content to the Localist calendar at <http://events.depaul.edu>. The Office of Public Relations and Communications (OPRC) has the responsibility to review and remove content which is inappropriate or irrelevant for the university community. OPRC will contact the user who posted any removed content with the reason for the removal.

Members of the University community who frequently post events can be assigned "trusted user" status by attending a training session with Media Production and Training. "Trusted users" events are not subject to initial review by OPRC, although they may be reviewed and removed after posting if OPRC decides the content is inappropriate or irrelevant.

Community members may indicate their interest in/RSVP for an event or topic through the Localist calendar.

Divisional Collaborations

Office of the Secretary

Office of Public Relations and Communications

Media Production and Training

Contact Information

Information Services

tsc@depaul.edu

(312) 362-8200

Appendices

None

History/Revisions

Origination Date: 04/01/2002

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Next Review Date: N/A