

Mass E-mail Distribution Policy

Section 1. Purpose

This policy provides guidance for the issuance of mass E-mail communication to various University populations (constituents) including current students, faculty, staff, alumni, donors and friends, auxiliary enterprises and prospective students. The purpose of the policy is to define the populations, appropriate types of communication for mass E-mail distribution and to outline the procedures for submitting messages. **The intent is that all campus units, as well as individuals**

- a. Crisis/urgent announcements (**compelling circumstances**): including, but not limited to, bomb or terrorist threat; natural disaster alert; mechanical failures; weather closures or delays; crime alerts; and computer virus alerts.
- b. Logistics announcements (**emergency circumstances**): construction closures; traffic routing; Information Technology Systems (ITS) outages; and ozone or environmental alert notices.
- c. Major announcements (**time dependent and critical operational**) circumstances: major events such as unexpected VIP visits; naming of a new president, vice president, provost or dean; and major sports announcements

- 2. Formal Communication:
 - a. Weekly Campus Connections newsletter

(b) Faculty

- 1. Time sensitive administrative and human resources information
- 2. Faculty only announcements that must be communicate TS

- (b) Alumni: individuals who have received an associates, baccalaureate or master's degree from Houston Baptist University or Houston Baptist College.
- (c) Auxiliary Enterprises: vendors serving in a subsidiary or branch capacity to Houston Baptist University i.e. maintenance services, food services, on-campus printing services.
- (d) Campus-wide: all University employees, students and auxiliary enterprises.
- (e) Compelling Circumstances: circumstances where failure to act may result in significant bodily harm, significant property loss or damage, loss of significant evidence of one or more violations of law or of University policies, or significant liability to the University or to members of the University community.
- (f) Current Students: individuals who are enrolled in a course at Houston Baptist University; active status. Once admitted and enrolled this individual becomes a continuing student. If not enrolled for two consecutive terms, this individual moves from the Current Students Population to Former Students Population.
- (g) Donors: individuals who have made a pledge or gift to the University.
- (h) Emergency Circumstances: circumstances where time is of the essence and where there is a high probability that delaying action would almost certainly result in compelling circumstances.
- (i) Faculty: full-time, part-time and adjunct faculty members.
- (j) Former Students: individuals who have attended classes at Houston Baptist University or Houston Baptist College but have not received an associate's, baccalaureate or master's degree.
- (k) Friends: individuals who have a connection to Houston Baptist University but have never attended classes at HBU.
- (l) Mass E-mail: communication sent to a population in its entirety.
- (m) Population: University constituents including campus-wide, faculty, staff, current students, alumni, donors, friends, prospective/admitted students.
- (n) Population Administrator: campus employee who is responsible for determining if information is appropriate for mass E-mail distribution for a particular population.
- (o) Preferred E-mail address: an E-mail address that does not reside on the University-maintained E-mail system; a different E-mail address to which faculty/staff members or current students may forward their HBU E-mail account.

- (p) Prospective Students: individuals who are prospects, have made inquiries or who have applied but have not been admitted to Houston Baptist University.
- (q) Required E-mail address: an E-mail address that resides on the