

HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES

Chapter 5	Information Management & Services	Effective:	September 2000
Section 5.2	Systems and Network Operations	Revised:	May 2010
Policy 5.2.7	Using Electronic Communications for Broadcast E-Mail Notifications and Distribution of Information	Responsibility:	Vice President and Chief Information Officer

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

Policy

Authority to use any of the broad distribution lists containing Health Science Center e-mail addresses rests with Executive Officers (as defined in the *Handbook of Operating Procedures (HOP)*, [Section 1.3](#), “Executive Officers”), and their respective 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.

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.

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 the [Information Management & Services \(IMS\) Desk](#), (210) 567-7777, or IMS-ServiceDesk@uthscsa.edu.

Any "Broadcast e-mail" from the Health Science Center requires:

- Approval from an Executive Officer or their respective designee.
- 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
 - All staff
 - All Administrative & Professional employees
 - All residents
 - All members of the Faculty Senate voting group

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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.

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 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: IMS-ServiceDesk@uthscsa.edu.

4. Upon receipt of all of the above information, the IMS Service Desk will reply to the requestor with instructions for sending the "Broadcast e-mail."