

The Heller School for Social Policy and Management

Policy #: HS 13

Issue Date: October 24, 2019

Subject: Mass Emails

Purpose: To establish clear, consistent and fair policies about mass emails and whether a potential email is appropriate to send.

Mass Emails

I. Heller Mass Email Lists and Moderators

- a. all_heller@lists.brandeis.edu includes all employees of the Heller School (faculty, researchers, staff and administration). This list is moderated by representatives from the Dean's Office, Heller Communications, and Heller Operations.
- b. all_heller_students@lists.brandeis.edu includes all currently enrolled students of the Heller School (both in residence and not in residence). This list is moderated by representatives from the Dean's Office, Heller Communications, and Heller Student Services.

II. How to Send a Mass Email Request

- a. Senders may draft the message and send it to the appropriate list address for moderation and distribution.
- b. The message should be written exactly as the sender wishes it to appear to end recipients. Moderators cannot edit mass emails or subject lines.
- c. Moderators reserve the right to request changes and/or to reject any requests for mass email distribution.
- d. Note: When an email is approved and distributed, the original sender may not receive the mass email.

III. Requirements to Send a Mass Email

- a. The message must come from an @brandeis.edu email address and include relevant contact information for replies and follow-up.
- b. The message must be accessible to screen readers. The email may include attachments (such as an event poster), but all relevant information must be written in the body of the email in plaintext format.
- c. The sender must provide moderators with a reasonable amount of time to review and distribute the message. Please avoid same-day requests.

Appropriate and Inappropriate Message Types

Heller mass emails are intended to provide relevant, timely, and important information to the student and employee community. The Heller School administration is aware that overuse of mass communications can result in email fatigue, and therefore tries to restrict unnecessary or redundant communications.

I. Primary Purpose of Mass Emails

- a. **To inform the community of critical updates** that are deemed relevant to at least the majority of recipients. Examples may include changes to Heller School policies and procedures, announcements regarding scheduling changes or deadlines, and notification about the availability of services, facilities or other resources.
- b. **To provide information relevant to public safety**, including severe weather updates or information regarding an event, expected or unexpected, that poses an imminent threat to the health and safety of students, faculty and staff and requires immediate action.
- c. **To inform the community of high-profile speakers and events** that will be held at the Heller School or that will be held elsewhere at the University and are sponsored by the Heller School.
- d. **To provide announcements from governance groups**, including but not limited to the Office of the Dean, members of senior administration, the Heller Student Association, BUSAC and the Faculty Senate.

II. Request for the following mass emails will be rejected:

- a. Messages that do not align with the mission of the Heller School.
- b. Solicitations for support of special causes, including financial support, volunteer efforts, commercial ventures, political lobbying and petitions for signatures.
- c. Messages that are personal in nature, that express personal opinion or that support political campaigns.
- d. Redundant messages whose contents have already been sent via Brandeis mass emails to the same recipients.
- e. Messages whose intended audience can be reached with a different, smaller lists (such as students in a specific program, or administrative staff).
- f. Announcements for events not held at, or sponsored by, the Heller School.
- g. Reminder announcements for events that are routine or regularly scheduled.
- h. Material that is offensive, discriminatory or illegal.
- i. Surveys for class assignments or surveys that have not been approved for distribution by the office of the dean.