



Administrative Policy 2007-11 Mass Message

Title	Mass Message
Policy Owner and Contact Information	Communications Multimedia Services https://multimedia.uhc.edu/
Applies To	All employees , students, residents
Campus Applicability	UConn Health
Effective Date	12/7/2017

PURPOSE:

This policy establishes who is authorized to issue mass messages to the entire UConn Health community.

APPLIES TO:

This policy applies to all UConn Health faculty, staff, and students who are automatically subscribed to the Mass Message distribution list, and other individuals granted access to the Mass Message distribution list. There is no opt-out option.

DEFINITIONS:

None

POLICY STATEMENT:

Only the UConn Health Office of Communications is authorized to issue the following communications:

- 1.0 Announcements and notifications about programs, events or activities sponsored by or pertinent to UConn Health or UConn, to be included as part of the consolidated Lifeline email delivered daily, or included in the weekly electronic newsletter, The PULSE.
- 2.0 Standalone Mass Message announcements (UConn Health ADVISORY) under limited circumstances, including messages from:
 - 2.1 The University President/President's Office
 - 2.2 The UConn Health CEO & Executive Vice President for Health Affairs or his/her designee
 - 2.3 Emergency messages transmitted via Everbridge in accordance with Emergency Management policies and procedures

Requests for any other type of standalone Mass Message announcement must be approved by the Chief Communications Officer or his/her designee.

PROCEDURES/FORMS:

The Chief Communications Officer or his/her designee will develop appropriate procedures, guidelines and/or protocols as necessary to implement this policy. [Link to Guidelines](#)

REFERENCES:

None

RELATED POLICIES:

None

ENFORCEMENT:

Violations of this policy or associated procedures may result in appropriate disciplinary measures in accordance with University By-Laws, General Rules of Conduct for All University Employees, applicable collective bargaining agreements, the University of Connecticut Student Code, other applicable University Policies, or as outlined in any procedures document related to this policy.

APPROVAL:

Andrew Agwunobi, CEO and Executive vice President for Health Affairs (Signed) 12/18/17

Carolle Andrews, CAO and Policy Committee Co-Chair (Signed) 12/18/17

POLICY HISTORY:

New Policy Approved: 11/27/07

Revisions: 7/23/10, 11/10/15, 12/7/17 with name change from Broadcast Message Policy