

# UConn HEALTH

## Administrative Policy 2007-11 Mass Message

<b>Title</b>	Mass Message
<b>Policy Owner and Contact Information</b>	University Communications <a href="https://health.uconn.edu/communications/">https://health.uconn.edu/communications/</a>
<b>Campus Applicability</b>	UConn Health
<b>Applies To</b>	All UConn Health workforce, students, residents 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.
<b>Effective Date</b>	2/8/2022

### **PURPOSE:**

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

### **POLICY STATEMENT:**

Only the UConn Health University Communications News Team is authorized to issue mass message communications. If the need arises new mass message communication tools may be developed and issued. Mass message communications may include but are not limited to:

- 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.
- Standalone mass message announcements (via UConn Health ADVISORY email address or the CEO email address) under limited circumstances, including messages from:
  - The University President/President's Office
  - The UConn Health CEO & Executive Vice President for Health Affairs or his/her designee
- Emergency notification messages are transmitted via UConnALERT in accordance with Emergency Management policies and procedures. Note, UConnALERT sends a mass message to everyone's email account on campus, and only a cell phone text to those who have opted-in for phone alerts.

Requests for any other type of standalone mass message announcement must be approved by the University Communications' Director of News for UConn Health or their designee.

### **DEFINITIONS:**

A mass message is used sparingly. The email's goal is to reach everyone on campus. It is only for necessary overarching institutional communications, and communicating necessary campus or emergency notification needs that arise. These mass communications can range widely in topics from a daily roundup of event/UConn Health Community news to new leadership announcements to weather-related closing and cancellations. It is not used for personal email communication needs. Note, the vast

majority of mass messages go to a singular email listserv managed closely by IT based on the latest Department of Human Resources campus personnel records. There is no opt-out for this dedicated listserv.

**PROCEDURES/FORMS:**

The Director of News or their designee will develop appropriate procedures, guidelines and/or protocols as necessary to implement this policy. [Link to Procedures.](#)

**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:**

<u>Bruce Liang (Signed)</u>	<u>2/8/2022</u>
Bruce Liang	Date
UConn Health Chief Executive Officer	

<u>Kiki Nissen (Signed)</u>	<u>2/7/2022</u>
Kiki Nissen	Date
Administrative Policy Committee Vice-Chair	

<u>Janel Simpson (Signed)</u>	<u>2/7/2022</u>
Janel Simpson	Date
Administrative Policy Committee Chair	

**POLICY HISTORY:**

**New Policy Approved:** 11/07

**Revisions:** 7/10, 11/15, 12/17 with name change from Broadcast Message Policy, 2/2022