

Approved by RHU Administrative Board on October 22, 2024

Mass Email Policy

Title:	Mass Email Policy
Policy Number:	GA 50/04.16
Effective Date:	September 2018
Approval and Review:	Approved by the RHU Administrative Board on October 22, 2024
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

The objective of this policy is to define the University's stance on the distribution of mass emails to its community members. Developed by the Office of Communication and Alumni Relations, this policy aims to strike a balance between the need to share important information and the need to reduce bulk emails, particularly those that may not be relevant to the entire University community or specific subgroups.

2. POLICY

Definition of Mass Email

Mass email, also known as bulk email, refers to any electronic message sent to the entire University community or a specific subgroup. Such messages may be distributed via a mailing list or a predefined group of email addresses targeting all students, faculty, staff, or alumni of RHU.

Moderated Mailing Lists

Moderated mailing lists require prior approval and access to be used. RHU maintains these lists to facilitate targeted mass communication with key groups, including:

- All students: all_students@rhu.edu.lb
- All faculty: all_faculty@rhu.edu.lb
- All staff: staff_members@rhu.edu.lb

Additionally, RHU manages mailing lists for alumni and other key external stakeholders.

Purpose and Regulation

Mass email is an environmentally friendly and cost-effective means of communication. However, proper regulation is essential to prevent overuse or misuse, and to minimize recipient complaints regarding the volume or relevance of the messages they receive from RHU.

Official Messages are communications that:

- Directly relate to the conduct of university business and are intended for the entire community or specific subgroups.
- Address University policies.

- Communicate time-sensitive matters, including immediate threats to health, safety, property, or research.
- Report IT issues or system updates.
- Share information of common interest related to core University operations that require action.
- Distribute official surveys.
- Convey information of an employment-related or transactional nature.

Mass emails addressed to all faculty, all staff, all students, or any combination of these groups are restricted to official communications only. Individuals or groups wishing to send such messages must first obtain approval from the appropriate authority.

All_students@rhu.edu.lb	Dean of Student Affairs
All_faculty@rhu.edu.lb	VP Academics
staff_members@rhu.edu.lb	VP Administration
All groups	Office of the President

The following exceptions allow mass emails to be sent without prior authorization:

Office	Authorized Email Group	Email/Remarks
Office of the President	All groups	oop@rhu.edu.lb
Office of the VP Academics	All faculty, All students	
Office of the VP Administration	All staff, All faculty	
Colleges	Direct college staff, faculty, and students	da_Bus@rhu.edu.lb da_hl@rhu.edu.lb da_ce@rhu.edu.lb da_eng@rhu.edu.lb
Communication and Alumni Relations	All groups	development@rhu.edu.lb Weekly Newsletter Emergencies
Coop	All students	coop@rhu.edu.lb
Finance Office	All staff, All faculty	finance@rhu.edu.lb
Human Resources	All staff, All faculty	hr@rhu.edu.lb
Library	All staff, All faculty	library@rhu.edu.lb
Registrar's Office	All students, All faculty	registrar@rhu.edu.lb
Student Affairs	All students	studentaffairs@rhu.edu.lb
Quality Assurance and Institutional Advancement	All students	qaia@rhu.edu.lb
Office of Information Technology	All groups	helpdesk@rhu.edu.lb /IT-related

Mass emails may not be sent from a community member's email address; they must be sent from an official office email account. The only exceptions to this rule are messages sent directly from the personal email accounts of the RHU President and Vice Presidents.

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of each RHU faculty and staff member to familiarize themselves with the RHU University Mass Email Policy relevant to their area of work and execute their responsibilities in reviewing petitions and completing forms accordingly. This policy will also impact on our students and alumni audience.

4. RELATED DOCUMENTS

- > University Catalogue
- > University IT Policy

5. APPROVAL AND REVIEW

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