Mass Email Policy

Title:	**Mass Email Policy**
Policy Number:	GA 50/04.16
Effective Date:	
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

The objective of this policy is to articulate the University's position involving the communication of mass emails to members of the University community. The Office of Communication and Alumni Relations has developed this policy at RHU to strike a balance between the need to send information and the need to decrease bulk emails that may or may not be considered as relevant to the university community to community subgroups..

2. POLICY

Mass email or bulk email, by definition, is any electronic mailing sent to the entire University community or a community subgroup. Mass email messages can be sent to a mailing list, a pre-defined group of email addresses of a target community group, be it all students, all faculty, all staff, or all alumni of RHU.

Moderated mailing list Email lists that cannot be used without securing prior approvals and access. RHU maintains moderated mailing lists to facilitate mass communication to all students (all_students@rhu.edu.lb), all faculty (all_faculty@rhu.edu.lb), and all staff (staff_members@rhu.edu.lb). RHU also maintains lists to facilitate communication to all alumni and other key external constituencies.

The use of mass emails is an environmentally friendly and cost effective practice. However, proper regulation is required to avoid overuse or misuse and reduce recipient complaints who may judge the volume and relevance of the mail content they receive from RHU.

Official Messages are:
* Messages that directly relate to carrying out the business of the University that are meant for the entire community or one or more of its subgroups
* Messages that relate to University policies
* Time sensitive issues (immediate threats to health, safety, property or research
* IT issues
* Shared interests about core University operations and required actions
* Official survey
* Messages related to an employment or transactional nature

Mass emails to all faculty, all staff, all students or to all those groups are restricted to official communications. Individuals or groups who need to send official mass emails to these groups must obtain the approval of 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 |

Following are the exceptions whereby mass emails can 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.ed.lb
Communication and Alumni Relations	All groups	development@rhu.edu.lb Weekly Newsletter Emergency situations
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	dso@rhu.edu.lb
Quality Assurance and Institutional Advancement	All students	qaia@rhu.edu.lb
Office of Information Technology	All groups	IT related

Mass emails cannot be sent from a community member's personal email address. It has to be sent from the office email address. The only exceptions to this rule are emails sent by RHU President's and Vice Presidents' personal emails.

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of each RHU faculty and staff member to familiarize themselves with 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 our students and alumni audience.

4. RELATED DOCUMENTS

> University Catalogue
> University IT Policy

5. APPROVAL AND REVIEW

Approved by RHU Administrative Board on October 22, 2024