

Broadcast or Mass Mail Policy

1. Authorization for broadcast or mass e-mails must come from the President; one of the vice presidents; the CEO of the VCU Health System; the COO, VCU Health System; or the COO, Clinical Enterprise for their area of responsibility. (Note: These executives may authorize a designee to manage the broadcast e-mail process on their behalf.)
2. Broadcast or mass e-mails require a minimum lead time of two working days.
3. The format of the e-mails should include:
 - The recipient group(s) for the broadcast; Recipient groups should always be placed in the BCC field.
 - The subject line of the e-mail;
 - The date to be sent;
 - The sender and sender's e-mail address. If the sender is different from the replier (the person who is being directed to answer questions), this information should be noted in the text of the message;
 - The exact wording of the text;
 - A note that copies are sent to the President and all vice presidents. VCU Health System executives also should be copied when appropriate;
 - A signature block at the end of the text noting the sender's name and title;
 - **No attachments.** Attachments cannot be sent via the e-mail broadcast process. Such information needs to be incorporated in the body of the text or linked to an appropriate website.
 - **No special formatting.** The system cannot consistently display columns that will line up in all mailers.

Below is a sample format to be used when requesting Vice President or Vice Provost approval:

Recipient Group: VCU Faculty and Staff

Subject Line: Fall 2009 VCU Work/Life Line

Date to be Sent: Fri, 5 Sep 2009

Sender & E-mail: Kawana L Pace-Harding <klpaceha@vcu.edu>

To VCU Faculty and Staff: Check out the Fall 2009 issue of our VCU Work/Life Line for faculty and staff - available on-line at: <http://www.hr.vcu.edu/worklife/WLLineFall2003.pdf> Included in this issue is information on Work/Life events, seminars and other resources, including a discount on admission to the State Fair. We welcome your comments on this issue and suggestions for future seminar topics. Thank you. Kawana Pace-Harding VCU Human Resources P. O. Box 842511 600 West Franklin Street Richmond, VA 23284-2511 klpaceha@vcu.edu phone: 828-1533 fax: 828-1434

Copies:

Dr. Michael Rao

Dr. David W. Hanson

Ms. Pamela D. Lepley

Dr. Francis L. Macrina

Dr. Sheldon M. Retchin

Mr. Mark E. Rubin

Dr. Beverly J. Warren

Mr. John I. Blohm

Once the broadcast e-mail is approved by the President; a vice president; the CEO of the VCU Health System; the COO, VCU Health System; or the COO, Clinical Enterprise, the message and distribution details will be sent to the designated contact in the administrative areas for distribution. The administrative contact generally distributes the broadcast messages during the evening hours, but distribution might be immediate for emergencies as designated by the President or a vice president.

Academic Affairs: For Broadcast e-mails being sent to the entire VCU Community

Sender will format the document as described in the Broadcast E-mail Procedures above and will send the document to the Provost for approval.

Once approved by the Provost and edited by his Communication Coordinator, the e-mail is sent to massmail@vcu.edu. The designated administrative contact will create a draft e-mail and send to the Chief of Staff and the Provost for their approval. Upon receiving approval the document is distributed. The President and all VP's are cc: on the final e-mail and receive a copy of the final e-mail.

For Broadcast e-mails being sent to students

Sender will format the document as described in the Broadcast E-mail Procedures and send the document to the Vice Provost for Student Affairs and Enrollment Services for approval.

The Vice Provost for Student Affairs and Enrollment Services working with the Provost's Communication Assistant assures the accuracy and content of the material and sends the document to massmail@vcu.edu. The designated administrative contact will send a draft document to the Vice Provost for Student Affairs and Enrollment Services and the Provost.

Once approved by the Provost and edited by his Communications Coordinator, the e-mail is sent to massmail@vcu.edu. Upon receiving approval the document is distributed to students. The President and all VP's are cc: on the final e-mail and receive a copy of the final e-mail.

For e-mails to All Department Chairs and Deans

Sender will format the document as described in the Broadcast E-mail Procedures and send the document to their Dean for approval. The Dean is responsible for the accuracy of the content of the e-mail. The Dean will send the document to the Provost for approval. Once approved by the Provost and edited by his Communications Coordinator, the e-mail is sent to massmail@vcu.edu. The designated administrative contact will create a draft e-mail and send to the Chief of Staff and the Provost for their approval. Upon receiving approval the document is distributed. The President and all VP's are cc: on the final e-mail and receive a copy of the final e-mail.