I. Introduction

Broadcast email messages are an effective way to convey important information to large segments of the University community. The University’s Broadcast email system is used to communicate information directed to and affecting the entire roster of CDU staff, students, faculty, Board of Trustees, Board of Councilors, alumni, (when appropriate), and the President’s Community Advisory Council. All Broadcast email messages are subject to authorization and approval by a senior executive as specified in the below policy and Guidelines for Use.

II. Scope

The Office of Strategic Advancement shall establish guidelines as appropriate for the implementation of this policy. All Broadcast email messages must pertain to University matters and bear directly on the entire roster of the CDU, staff, students, faculty, alumni (when appropriate), Board of Trustees, Board of Councilors and the President’s Community Advisory Council. As with all forms of mass communication, Broadcast email messages must be approved by the Vice President of Strategic Advancement at Charles R. Drew University of Medicine and Science or his/her designee.

Broadcast email messages are not intended to be sent as a targeted email. Targeted emails should be focused on a population that is as narrowly defined as possible among students, staff, faculty or alumni. These messages should not exceed the entire population of one group, or three subgroups of these audiences. Target emails must be approved by the appropriate department administrator prior to distribution.

III. Responsibility

Access to the University's Broadcast request email service is limited to individuals who have been designated to perform this function by a senior executive. The listed offices and functions who may distribute a Broadcast email message include:

- **President's Office**: President; Chief of Staff to the President
- **Office of Strategic Advancement**: Communications Specialist; Web Administrator
- **Human Resources**: Assistant Vice President and Chief Human Resources Officer; Director of Risk Management, Campus Safety and Security
- **Information Systems**: Chief Technology Officer; Manager of Network and Systems

Each Department may authorize an individual(s) to request Broadcast email messages. Additionally, the department designee is responsible for obtaining approval of the text or document to be broadcast from the department manager, supervisor, or dean before requesting
distribution through broadcast. He/she is responsible for approving the final text for disseminating the message. As the final approver, requesters must take the time to thoroughly proofread all messages for content, spelling and grammar, and tone to ensure they reflect positively on the University.

**Why This Service is Limited:**

Use of Broadcast email messages is limited primarily for two reasons. The first is to ensure that the service is used judiciously. As stated in the Introduction, messages must convey information relevant to the entire roster of CDU staff, students, faculty, Board of Trustees, Board of Councilors, alumni (when appropriate), and the President’s Community Advisory Council. The second is to safeguard the University’s network resources and the ability to deliver email messages (to a large population) in a timely fashion. We strongly encourage all designated senders to comply with these guidelines and best practices information.

**IV. Message Format and Content (Guidelines for Use)**

The quality of Broadcast email messages reflects on the sender, the sending office, and the University. As an approver, senders must take the time to thoroughly proofread all messages for content, spelling and grammar, and tone to ensure they reflect positively on the University.

- All Broadcast email messages must pertain to University matters and bear directly on the audience (CDU staff, students, faculty, Board of Trustees, Board of Councilors, alumni (when appropriate), and the President’s Community Advisory Council).
- All messages must be free of individual or group opinion or beliefs, including those involving University policies, politics or religion.
- All Broadcast email messages must include the University’s logo.
- The body of the message should be in plain text format as other formats may not be viewable by all recipients.
- The subject line for the broadcast must be completed and be applicable to the content of the Broadcast email message.
- Messages should be brief and must be signed by an individual in the requesting department.
- The use of attachments or embedded images is not recommended. Web links should be used to direct recipients to additional information.
- Broadcast email message will be sent under the address, “CDU Broadcast” (from the Office of Strategic Advancement), with the exception of the above listed offices. Prior to these offices sending a Broadcast email message, the Office of Strategic Advancement should be notified in advance.

**V. Procedures**

- In general and once the appropriate approvals have been obtained, broadcast requests should be sent by email to the Communications Specialist and the Web Administrator of the Office of Strategic Advancement.
- All Broadcast email messages, will be reviewed before distribution. This process will be accommodated as quickly as possible, but may require up to 24 hours.

For more information on the policy and use of Broadcast Email Message, please contact the Director of Communications at (323) 563-5963.