UNIVERSITY OF NEW ENGLAND
COLLEGE OF
OSTEOPATHIC MEDICINE

UNE COM Communication Policy

Purpose

The purpose of this policy is to instruct users on appropriate use of Email Distribution Lists and to provide recommendations on how to properly send mass email messages in order to reduce email clutter, increase recipient responsiveness, reinforce security best practices and effectively and efficiently utilize campus resources.

Applicable parties

This policy will apply to all UNE COM students, faculty, and professional staff.

Definitions

Distribution List – A list of email addresses used to send a single message to multiple users simultaneously.

> There are two classes of email distribution lists, the "official all-college/class" lists and "user-owned" lists. While the policies/procedures below specifically address use of "official all-college/class" distribution lists, they should also be viewed as guidelines for privately maintained lists as well. We currently have lists for "all faculty", "all staff", and "all students"; the last can be divided into "all class year." These lists are "official" in that they are derived directly from the Human Resources and Student Administration databases; all such addresses are included, there is no "opt-out" mechanism.

Statement of Policy

Use of distribution lists to a large group, such as all students or all faculty and staff should only be used when the message is relevant to members of the distribution list and directly relate to carrying out the business of the college. Only authorized users shall have the ability to send messages to official distribution lists.

Guidelines

Generally speaking, messages being sent to a Distribution List is appropriate for:

- Messages that directly relate to the continuance of college business
- Messages that alert the community of health and safety issues
- Messages that relate to changes in policy or time sensitive procedures
- Messages that inform a select group of people (e.g. students in a specific class) of an event related to their specific role within the College

Inappropriate use of a Distribution List includes, but is not limited to:

- Messages that are counter to the University's mission and core values
- Messages that are personal in nature

- Messages that are commercial in nature with the exception of those messages that are in support of University business and are approved by an authorized user
- Messages related to a particular course or class that could otherwise be sent thought the LMS
- Research based surveys that have not been vetted by the Associate Dean of Research and Scholarship at UNE COM and approved by UNE IRB

Messages sent to a Distribution List:

- Should be sent from an Authorized user
- Should be sent using Blind Carbon Copy (Bcc) functionality
- Should have a Subject that clearly defines the purpose of the email
- Should avoid unnecessary tags, such as RE and FWD
- Brevity should be emphasized

Authorized Users and Mail Permissions Matrix

Authorized users shall be determined by the Dean's Leadership Team**.**

Class Distribution List User Matrix				
	OMSI	**OMSII**	**OMSIII**	**OMSIV**
Authorized Users	Course Directors, Academic Coordinators, Assessment technicians, Associate & Assistant Deans, Office Managers, RSAS Representatives, Class Officers, SGA Officers and the SGA Email	Course Directors, Academic Coordinators, Assessment technicians, Associate & Assistant Deans, Office Managers, RSAS Representatives, Class Officers, SGA Officers and the SGA Email	Associate & Assistant, Office Managers, RSAS Representatives, Class Officers, SGA Officers and the SGA Email, Clinical Education Coordinator, Academic Coordinator, Years 3&4	Associate & Assistant, Office Managers, RSAS Representatives, Class Officers, SGA Officers and the SGA Email, Clinical Education Coordinator, Academic Coordinator, Years 3&4

Faculty Distribution List User Matrix				
	OMK Faculty	OMK Adjunct Faculty	OCS Faculty	OCS Adjunct Faculty
Authorized Users	Associate Deans, Office Managers, Chair of COMFA, Academic Coordinators			

Professional Staff Distribution List User Matrix	
Authorized Users	Associate Deans, Office Managers, Chair of Professional Staff Assembly

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Means of communication

The college offers a number of different forums in which a faculty, professional staff, or students may issue communications. Below is a sample of some communication types and the best forums in which a person may send their message:

Communication Type	Platforms
College/ Department Events	Distribution List, COMpass, SGA Messages & COM Events Calendar & SharePoint
Student Org Events	COMpass, SGA Messages & COM Events Calendar
Course Related Announcements	D2L Brightspace
Surveys (*See Appendix A*)	Distribution List via the Associate Dean for Research and Scholarship

Faculty and staff should use D2L Brightspace for all course related communication. This allows students an organized avenue to easily find information from one resource, recorded as announcements that is searchable and oriented according to each course.

APPENDIX A – SURVEYS

- Students, faculty, and staff wishing to send a survey to any UNE COM group of students must send their survey to the Associate Dean of Research & Scholarship (ADRS) for review before distribution.
- Review of surveys will take **two** weeks.
- All surveys for research and scholarship must have UNE IRB approval before submission to the ADRS. If unsure whether a survey requires an IRB review, contact the ADRS for guidance.
- The ADRS may review the survey with the appropriate Dean such as Associate Dean for Clinical Education (ADCE), Associate Dean of Academic Affairs (ADAA), and the Associate Dean of Recruitment, Student and Alumni Services (ADRSAS) given the nature of the content and/or the student population targeted.
- To minimize the burden on students while recognizing the need for robust response rates, the number of internal UNE COM and external surveys to students in a given class year during each block will be limited. Exceptions will be limited and reviewed on a case-by-case basis.
- The timing of the survey release will be scheduled in relation to other open surveys and curricular activities. Every attempt will be made to release surveys in a first-come-first-serve fashion.
- Only authorized users shall have the ability to send messages to official distribution lists according to the UNE COM Communication Policy.

Guidelines

Surveys do not include:

- ➢ Course Evaluations as outlined per each course syllabus.
- ➢ University/College Event Evaluations or RSVPs (OsteoBlast, COM Orientation, Match Day, etc.).
- ➢ Student leadership polling on locations, dates, times of meetings, or proposed events.

Surveys <u>do</u> include:

- ✓ Faculty or student surveys for curricular or personal information.
- ✓ Outside entities who wish to survey our medical students, faculty, or staff for research.
- ✓ Any questionnaire determined to be research and scholarship developed by our faculty and medical students, which have prior IRB approval.