



Division of Academic Affairs Mass Email Guidelines

Mass email is considered any email message sent to the entire campus or a large subset of campus (e.g., *all students, all faculty, all staff*).

Mass email is the appropriate form of communication for information that:

- Is relevant to most of the SHSU campus;
- Provides information essential to the operation or execution of business;
- Notifies the campus community about changes in academic governance, policy, and practice;
- Communicates important information from the provost and senior vice president for Academic Affairs.

Mass emails within the Division of Academic Affairs require the provost's, or their delegate's, approval. This approval process is built into Emma HQ, the email service provider for Sam Houston State University. This system lets users design their own emails through drag-and-drop email building, track the success of the email through analytics, and create automated and personalized emails. All Emma HQ users must attend training. Not all staff have access or permission to use the mass email service provider. Learn more on the [SHSU Mass Email website](#).

These mass email conditions do not apply to areas when sending emails within their own unit, school, or college, or to emails in which all subscribers signed up voluntarily to receive information.

Each college has its own Emma HQ account to send emails within the college. These do not require provost approval when the messaging is created within the college and distributed internally. Each college may set its own approval process. However, Emma HQ account users in the colleges may not distribute information from another college without Office of the Provost approval.

If your message does not meet the above mass email criteria, the Academic Affairs Newsletter and/or targeted emails are recommended.

Academic Affairs Newsletter

Announcements within the division are compiled and distributed through the Academic Affairs (AA) Newsletter. The [Academic Affairs Newsletter](#), an internal SharePoint site, is the primary tool within the division to communicate to all faculty, all staff, and/or all students. The Academic Affairs Weekly Roundup email is the only Academic Affairs regularly scheduled mass email and it, in conjunction with the Academic Affairs Newsletter, is the preferred method of distribution for most divisional news or announcements to campus.



Readers may access the AA Newsletter at any time on SharePoint, as long as they're logged into Microsoft 365 with their shsu.edu account. The AA Newsletter is published on Tuesdays.

In conjunction with the AA Newsletter, the Academic Affairs Weekly Roundup email is sent on Tuesdays and features those news, events, and happenings with dates or deadlines during the upcoming week. There are two versions of the weekly roundup—one for all faculty and staff, and one for currently enrolled students. Submissions to the newsletter should be sent in via the [Events & Info Submission form](#).

Submissions for the AA Newsletter must be:

- Related to academics;
- Submitted by a faculty or staff member;
- Free of grammatical errors, misspellings, and offensive language;
- Brief (75 words or fewer), include an individual's contact information, and if additional information is required, includes links (maximum two links) to websites and/or a flyer (PDF format);
- Action-oriented and include a call-to-action (e.g., apply, attend, etc.);
- Submitted by 9 a.m. every Thursday to be considered for the following week's email.

The following types of messages will not be included in the AA newsletter:

- Messages that are not in line with the university's mission and values;
- Commercial messages that support business not associated with the university;
- Political activities that advocate for or against a ballot measure or candidate;
- Messages for job postings or research recruitment;
- Marketing or advertising of programs, majors, classes, or products;
- Solicitations for contributions, charities, or participation in personal activities not related to university purposes or not sponsored by the university;
- Solicitations for non-university businesses operated by university faculty or staff;
- Messages that are discriminatory or infringe on privacy;
- Messages that have been sent to and/or included in another division's newsletter.

Targeted Emails

To the greatest extent possible, emails should be relevant to the recipient. If an intended message does not fit the Academic Affairs Newsletter criteria and the intended audience for the message is distinctive, all efforts should be made to target emails to the specific, intended audience segment(s) (i.e., graduate students, specific colleges, select majors, etc.), and the messages should be tailored accordingly.



Office of the Provost
DIVISION OF ACADEMIC AFFAIRS
SAM HOUSTON STATE UNIVERSITY

Targeted emails sent within Academic Affairs via the Emma HQ email system (that are not from a college Emma HQ account) are reviewed and approved by the Office of the Provost. All emails that require Office of the Provost approval should be submitted within Emma HQ at least three business days prior to the intended send date.

Approved by: Michael T. Stephenson, Provost & Senior Vice President for Academic Affairs

Date: Dec. 5, 2022