

Guidelines for Electronic Communication for Student Leadership

This document provides practical guidance regarding the use of mass email and distribution lists at Texas Tech Health Sciences Center El Paso (TTUHSC EP). Pursuant to HSCEP IT policy 56.10.02 and HSCEP OPs 56.01 and 56.04, the use of mass email is regulated to promote its safe and effective use in compliance with all relevant laws and regulations. This policy relates directly to student led mass email communications under the guidance of Operating Guidelines for Mass Email and Distribution Lists – see https://elpaso.ttuhschool.edu/academic-affairs/operating-guidelines/documents/Mass_Email_Guidelines_FINAL_12_OCT_2021_BW.pdf

Mass Email Guidelines for Students

Per the Operating Guidelines for Mass Email and Distribution Lists TTUHSC El Paso mass email messages must be approved by the Office of Institutional Advancement for distribution of suitable email to TTUHSC El Paso schools, campuses, and the institution. For student mass email communication, a designated representative of Student Services and Student Engagement (SSSE) may also distribute mass email to students with email content that is considered credible and informative that does not include commercial interest. Similarly, the academic officers (deans, associate deans, assistant deans, and their designees) may distribute mass email to student and employee groups within a school as directly pertinent to their roles and office.

The Office of Student Services & Student Engagement maintains the following process that aligns with the recommended guidelines for electronic communication specifically directed to student populations from student organizations and individual students.

1. Use of mass electronic communication should be exercised with extreme caution to minimize the overuse and increase messaging effectiveness. Most messages and announcements should be publicized via Tech Engage (student communication) platform.
2. Pre-authorized use of mass emails to student groups or the students body in compliance with the Guidelines for Mass Email and Distribution Lists, include the following;
 - a. Student Government Association (SGA) president may address emails to the entire student body, as appropriate.
 - b. Class Presidents (in PLFSOM and WLHSDM) and student association representatives (GGHSON and GSBS) may address emails to the student population that they represent, as appropriate.
 - c. Student organization president may address emails to the registered organization members, as appropriate
3. Student organization leaders and other students may request approval to submit a mass email to a student population (email request to elp.studentservices@ttuhsc.edu) at least 5 business days in advance for review and approval.
4. Electronic communications methods must follow established Mass Email Guidelines as set forth in [Operating Guidelines for Mass Email and Distribution Lists](#)
5. Mass electronic communication for the purpose to solicit survey participation is subject to additional approval by the Office of Institutional Research and Effectiveness (OIRE) per [HSCEP OP 10.31 Requests for Institutional Data and Internal Data Collection Processes](#).
6. Email guidelines should be reviewed by academic council, institutional advancement, information technology, on a periodic or as needed basis to update recommendations and best practices.

7. Students deviating from these guidelines as advocated by TTUHSC El Paso, must recognize that in doing so, may receive disciplinary action, code of conduct violations or professionalism reviews.
8. Information Security reserves the right to limit access to email distribution lists and list serves to ensure the integrity of the mass email guidelines outlined in this document. This ability also ensures no malware or other non-appropriate communications are sent by mass emails to TTUHSC El Paso.