

Monash University Procedure

Procedure Title	Student Electronic Message Broadcast Procedures
Parent Policy	Student Electronic Message Broadcast Policy
Date Effective	01 May 2013
Review Date	01-May-2016
Procedure Owner	Executive Director, Student Services Division
Category	Operational
Version Number	2.0
Content Enquiries	Policy Role
Scope	Staff responsible for the use of Monash Electronic messaging systems. All students
Purpose	<p>There is an increasing use of electronic messaging systems to broadcast messages to all students of the University, or to cohorts of students. The University provides all enrolled students with a Monash email account and address, and the University also has other messaging systems such the my.monash portal, Moodle, social media, Google+, and SMS via mobile phones as options to distribute messages to students. Appropriate authorisation processes are required to ensure that Monash students are not 'spammed' with advertising or tenuously related material.</p> <p>The Monash University email account is the normal means by which the University will communicate with students on a variety of issues related to their enrolment. All students agree to the requirement to check their Monash email account on a regular basis when they enrol and re-enrol. When corresponding with the University via email, students must use their Monash email account. Using this account helps to ensure the identity and validity of the communication, as personal/secure Authcate details are required. The University will communicate with students through the Monash email account even if their enquiry is lodged from an external email account.</p>
PROCEDURE STATEMENT	

Authority to Approve Bulk Electronic Messages

1.1. Bulk Emails

The sending of electronic messages to all students requires authorisation of the Executive Director, Student Services Division (SSD) or the Manager, Student Communication Services or Designate in Monash University campuses overseas. The name and position of the sender will be included as initial content text on the message in the format "A message from [name/position/organisation]." Most bulk electronic messages to students emanate from SSD.

Authorisation of messages to cohorts of students varies according to the nature of the student cohort and the initiator of the request.

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The Executive Director, SSD or Manager, Student Communication Services or Designate may authorise and action bulk messages:

- (i) emanating from functional areas of central student administration
- (ii) relating to requests for distribution across one or more campuses
- (iii) relating to requests for distribution across faculties
- (iv) relating to distribution requested by student associations, or other non-core organisations. Non-core messages will contain text to identify the sender in the following format: "This is a message from [name of] Association. Monash University provides this email service but takes no responsibility for the content or accuracy of this information."

Each faculty may nominate an officer to the Manager, Student Communication Services to provide access to the Bulk Email Facility for the distribution of bulk messaging to student groups within that faculty, across all campuses upon which the faculty operates. Authorised Bulk Email administrators can send to students in their respective faculty or administrative function.

Access to the Bulk Email Facility is to be limited to a few people per faculty or campus for better coordination of communication to students.

A list of authorised distributors of bulk messages to students is maintained within the [my.monash portal](#).

1.2. Message addressing

The University provides all enrolled students with:

- a Monash email account and address. Bulk emails will only be sent to this Monash email address. Students may have alternative email providers such as Hotmail, or Yahoo and prefer to read their email through these alternative providers. Email can be redirected via the Settings area of Monash Gmail. Responsibility for setting up the redirection of email lies with the individual student.
- access to the my.monash portal. Students may register their mobile phone number with SSD to allow sending of SMS messages such as exam results.

1.3. Requesting a Bulk Email message to students

- 1.3.1. Staff requiring but not authorised to send a bulk message should consult the [List of Authorised Messaging Administrators](#) to identify an administrator within their faculty or campus to which they can send their request.
- 1.3.2. For all bulk messages where there is no authorised messaging administrator in the respective organisational unit, the request should be sent to the Manager, Student Communication Services or Designate.
- 1.3.3. When requesting for a Bulk Email to be sent, specify when the message is to be sent, providing at least 48 hours' notice wherever possible. Please also allow for system processing time (e.g. a message may take several hours to be transmitted if there are other requests in the system).

1.4. Message content

- 1.4.1. Consider whether email is the right medium for your communication. If you determine that email is the correct channel consider if your message needs reinforcing using other communication channels. Refer to the [Student Communication Channels document](#) for guidance.
- 1.4.2. Electronic messages must be kept succinct, unambiguous, and relevant to the target audience. Message content should be tailored to suit the audience, and checked for correct punctuation, spelling and grammar.

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- 1.4.3. Bulk Emails are sent from the student.global@monash.edu address; messages sent from this address will have the footer, "Please do not reply to this email as it has been sent from an unattended mailbox".
- 1.4.4. Make sure your subject line is clear, descriptive and engages the reader, and make your expectations clear.
- 1.4.5. Messages from non-core organisations will contain text to identify the sender in the following format: "This is a message from [name of] Association. Monash University provides this email service but takes no responsibility for the content or accuracy of this information."
- 1.4.6. The content of any proposed electronic message cannot be defamatory or inflammatory in nature.
- 1.4.7. The content of any electronic message is the complete responsibility of the group who wishes to communicate with students.
- 1.4.8. In order to comply with the *Spam Act 2003 (Cth)* or other relevant legislation applicable to Monash University campuses overseas, all groups must ensure that they clearly and accurately identify the group that is sending the electronic message. This means that the name of the legal entity must be used. The content of the electronic message must include accurate information about how the recipient can readily contact the group. Where possible and appropriate, electronic messages should include a "further information" web address.
- 1.4.9. Staff should not include any content in a Bulk Email that they would not include in a formal letter. Email is treated as an official business document of the University and, as such, can be accessed under Freedom of Information legislation.
- 1.4.10. Where it is not feasible to provide content in the body of a message and a hyperlink to a website is necessary, the message should briefly indicate what the content of the website relates to.
- 1.4.11. The message should be supplied as plain text in the body of an email, and where possible, the list of students supplied either as a spreadsheet of ID's, or a set of attributes (e.g. all Faculty of Law undergraduate students at Clayton). No files will be attached to bulk messages.
- 1.4.12. Any group who wishes to communicate with students via university systems must comply with all relevant legislation.
- 1.4.13. Monash University reserves the right to refuse to send out an electronic message on behalf of another group for any reason and without explanation. Normally, this right would not be exercised unless the University believed that the electronic message:
 - was unlawful
 - breached these terms and conditions
 - breached University policy
 - was defamatory or inflammatory in nature.
- 1.4.14. In the instance that a person makes a complaint about an electronic message, the University will refer the complaint to the group concerned. The group is entirely responsible and liable for any complaints that are received by the University as a consequence of the group requesting the University send an electronic message.
- 1.4.15. The University may refuse a group access to the system if the University believes that the group has not addressed any complaints received to the satisfaction of the University.
- 1.4.16. Monash University allows reasonable access to the electronic message service. If a group is found to be accessing the electronic message services unreasonably, for example, sending an excessive and/or unnecessary amount of emails, the University will direct that the group reduces the number of electronic messages and, if necessary, exercise its rights to refuse to send out a message.

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- 1.4.17. Users of the electronic message systems will indemnify Monash University for any costs incurred by Monash University arising from a complaint made by a person where a breach of the law is alleged.

1.5. Appropriate content

Examples of appropriate content for bulk messages to students include:

- Newsletters (e.g. international student news)
- Fees
- Results
- Scholarships
- Enrolment
- Class timetabling
- Emergency announcements - health crises, weather warnings
- Notice of Student Association elections
- Study abroad programs
- Parking arrangements
- Campus-based activities
- Policy information.

Types of content which are excluded from Bulk Emails to students include:

- Advertisements or promotions
- Requests for research participation
- Student events, e.g. clubs, social activities
- Non-University events

1.6. Alternative communication mechanisms

There are alternative mechanisms available to communicate information not suited to Bulk Emails, such as:

- my.monash portal News and Events (all staff and students) - [Post a Promotion](#)
- Student news on the my.monash portal (all students) for general news
- Current students news on <http://monash.edu/students>
- Faculty websites

For more information on alternative communication mechanisms refer to the [Student Communication Channels document](#).

Responsibility

Manager, Student Communication Services
Executive Director, Student Services Division
Designate
Bulk Email requestors

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Responsibility for implementation	Manager, Student Communication Services
Status	Revised
Approval Body	<p>Name: Chief Operating Officer and Senior Vice-President (Administration)</p> <p>Meeting: n/a</p> <p>Date: 01-May-2013</p> <p>Agenda item: n/a</p>
Definitions	<p>Bulk Email Facility: A system managed by Student Communication Services, a unit of Student Services Division. The facility allows authorised staff members to send Bulk Emails to students.</p> <p>Bulk Emails: Communication sent to students on a regular basis by administration staff which contain information relating to the majority of students about enrolments, fees, services and facilities or interruptions to services. Bulk Emails are considered mandatory communication.</p> <p>Designate: Person provided with access to the Bulk Email Facility by the Manager, Student Communication Services, and charged with the responsibility to disseminate Bulk Emails to students.</p>
Legislation Mandating Compliance	<p>Spam Act 2003 (Cth)</p> <p>Information Privacy Act 2000 (Vic)</p> <p>Equal Opportunity Act 2010 No. 16 (VIC)</p> <p>Racial Discrimination Act 1975 (Cth)</p> <p>Sex Discrimination Act 1984 (Cth)</p> <p>Disability Discrimination Act 1992 (Cth)</p> <p>Communications and Multimedia Act 1998 (Malaysia)</p> <p>Personal Data Protection Act 2010 (Malaysia)</p> <p>Electronic Communications Act, 2005 (South Africa)</p> <p>Electronic Communications Amendment Bill, 2012 (South Africa)</p> <p>Protection of Personal Information Bill, 2009 (South Africa)</p>
Related Policies	<p>Media Social Media Policy</p> <p>Media and Social Media Procedure</p>
Related Documents	<p>Bulk Email Messaging Guide</p> <p>Student Communication Channels</p> <p>Australian Consumer Law Compliance Guide</p>