POLICIES AND ASSOCIATED PROCEDURES

POLICY NUMBER: POI110511004

PREVIOUS POLICY   **POI110511003** *(amended 11/05/11 via minor amendment)*
NUMBERS: **POI110511002** *(amended 26/05/08 via minor amendment)*
                            POI110511001 *(amended 21/02/07 via minor amendment)*
                            POI110511000 *(amended 24/08/06 via minor amendment)*
                            POI050524003 *(amended 26/06/06 via minor amendment)*

POLICY NAME: **Internal Bulk Email**

DATE APPROVED: **28 April 2011**

POLICY TYPE AND   **General (Information and Support Services)**
CATEGORY:

RESPONSIBLE OFFICER: **Director - Information Technology Services**

FIRST EFFECTIVE FROM: **9 May 2005**

1.   PURPOSE

To establish a framework for the appropriate use of email to **global** email lists through the University email infrastructure.

2.   BACKGROUND

E-mail is an accepted way of communicating in modern organisations. An effective way of using E-mail is to use mailing lists. In the case of Victoria University a number of mailing lists exist for communication to Staff and/or Students. The misuse of these mailing lists can diminish the effectiveness of the communication.

The policy is intended to outline who can use the University's bulk E-mail lists and for what purpose. It is also intended to outline the process in setting up new bulk E-mail Lists.

3.   DEFINITIONS

3.1   **Archived:** All email sent to a broadcast group is archived for a period, defined by ITS, to facilitate retrieval.

3.2   **Broadcast Groups:** Groups of staff to which particular categories of bulk email will be sent. There are three categories of broadcast groups:

- University Broadcast Groups: All staff are members of University broadcast groups
- Urgent Campus Broadcast Groups: All staff on a particular campus are members of Urgent Campus broadcast groups
- Mailing List Broadcast Groups: These groups will only receive bulk email if they have subscribed to a mailing list.

3.3 **Bulk Email:** Email sent to staff who are members of a broadcast group.

3.4 **Digested:** Bulk emails sent to each broadcast group is consolidated into a single email item with each email listed, showing the 'Subject' as specified by the sender of the item of bulk email. This means that if 10 bulk emails are sent to a broadcast group on a particular day, staff who are members of that broadcast group will receive only one email showing the subject and sender of the bulk email Staff may then choose which items on the consolidated listing of emails they wish to read

3.5 **ITS:** Information Technology Services, a department of the University.

3.6 **Mailing Lists:** Mailing lists are lists of staff who wish to receive bulk emails on specific areas of interest.

3.7 **Moderator:** The officer who reviews bulk emails addressed to a particular broadcast group and approves its transmission to that broadcast group

3.8 **Senders:** University officers who are authorised to send bulk email to broadcast groups.

3.9 **Staff:** Includes all staff and agents of Victoria University who have been authorised to have a University email account. Agents may include council members, contractors and consultants providing services to the University.

4. KEY WORDS

Email; E-Mail; Email groups; Global Email.

5. POLICY

5.1 Bulk email is to facilitate effective communication throughout the University. Accordingly, it should be used only for official University business.

5.2 Bulk email should therefore not be sent in relation to matters such as:
- Any activity that is illegal under state, federal or international law;
- Advertisements of a personal nature;
- Announcements that have no direct relevance to the University;
- Items of a frivolous nature;
- Any matter which would breach any University policy.

5.3 Additional lists can be created using the process outlined in section 6.5.

5.4 In order to facilitate effective communication, messages MUST have a subject line that is relevant to the content of the message and clearly indicates what the message is about. Where possible, this should also contain information regarding the target audience if it is not likely to be of interest to the entire readership of the list to which it is sent.

5.5 Messages to the University Broadcast Groups and Urgent Campus Broadcast Groups are only accepted from within the VU network; as such they need to be sent using the sender's own account on the University's mail system.

6. PROCEDURES

6.1 University Broadcast Groups

All staff are members of the University broadcast groups described in Schedule 1 (See Appendices) University broadcast groups may only be established with the written approval of the Principal Officer responsible for ITS.

Schedule 1 will be updated as additional new broadcast groups are approved.

6.2 Campus Broadcast Groups

Staff will be allocated to a 'Home' campus and will receive the emails applicable to their campus as described in Schedule 2 (See Appendices).

Senders are to be authorised by the Responsible Officer, who will authorise senders based on need.

6.3 Organisational Groups

Staff will receive emails sent to their organisational unit (for example, School of Education or Finance Department).

Emails to these groups will be released immediately.

Staff cannot un-subscribe from this group.

Moderator: This group is not moderated.

6.4 Mailing List Broadcast Groups

Mailing list broadcast groups may be created for specific purposes with membership, delivery times, content, and moderation defined by the rules created for that group.

These groups are based on subscription where staff can subscribe or un-subscribe depending on their interest.

Mail to this group is queued for release after 5pm each day, moderated, digested, and archived for at least 1 year.

Staff can subscribe or un-subscribe to this group.

The Responsible Officer may approve mailing list broadcast groups. Each group established will appoint a moderator, to be approved by the Responsible Officer.

6.5 New Mailing Lists

To establish a mailing list the senior officer in the organisational unit wishing to establish the list should supply the following information the Associate Director - Enterprise Services:
- Proposed name of the mailing list
- Purpose of the mailing list
- Likely frequency for bulk email to be sent to the mailing list
- The staff member who will be the moderator of the mailing list

If considered appropriate, the mailing list will then be established.   Once the list has been created the list owners may send a global email to staff inviting them to subscribe.

Note that these protocols for Mailing Lists apply to lists created for internal University staff communications. Mailing lists supporting external members (i.e. where individuals external to Victoria University can subscribe to VU mailing lists) and with content of an academic, teaching, or other approved nature is still available.

7. CONGRUENCE WITH LEGISLATION AND RELATED POLICIES

7.1   Related Policies

Appropriate Use of Computing Facilities (ITu-2003-02)
Security Access to Controlled Areas in IT (ITu-2003-13)
Audit Authorities Policy (ITu-P2003-35)
Appropriate Use of Email

All University policies are recorded in the Central Policy Register,
and a list of all existing IT Policy related documents (i.e. ITu, ITi, ITg and ITo) are published on the ITS Policies Web Page

    7.2   Relevant Legislation
           The Privacy Act 1988;
           The Crimes Act 1914;
           The Copyright Act 1968;
           The Freedom of Information Act 1984; and,
           The Spam Act 2003

8.   ACKNOWLEDGEMENT

SANS (SysAdmin, Audit, Network, Security) Institute http://www.sans.org/resources/policies/

9.   CONSULTATION

9.1   Information Knowledge Management Committee (IKMC).

9.2   University wide consultation

9.3   Approval by Vice-Chancellor.

10. REVIEW

This policy shall be reviewed in December 2013.

11. ACCOUNTABILITIES

11.1 RESPONSIBILITY

Director – Information Technology Services, for the management of the policy.
Information Technology Services – Enterprise Services Branch for operational compliance of the policy.

11.2 IMPLEMENTATION PLAN

The Enterprise Services Branch of Information Technology Services will be responsible for the overall implementation of this policy.

11.3 TRAINING PLAN

Training materials will be developed in conjunction with Human Resources (for the induction program) and Student Services (for new and continuing students).

11.4 COMPLIANCE

Should it be considered by the Responsible Officer that a staff member has breached this policy the Responsible Officer will recommend to the Vice-Chancellor and President through the relevant Principal Officer that sanctions be invoked against that officer.   Sanctions include, but are not to be limited to, the withdrawal of the staff member's access to the University email and computer network. In serious cases non-compliance may lead to termination of employment.

11.5 EFFECTIVENESS OF THIS POLICY

There will be periodic checks to ensure that this policy is being adhered to.

12. POLICY ADVISOR

Associate Director ITS,   Enterprise Services

13. FORMS

Nil.

14.   APPROVED AND SIGNED BY DIRECTOR (ITS)

Signed: ……………………………………

Date: ……………………………………

15.   POLICY REVIEW HISTORY

16.1   Policy Review History

Date	Responsible Officer
December 2010	Zoran Sugarevski

16.   APPENDICES

16.1   SCHEDULE 1 – UNIVERSITY WIDE BROADCAST GROUPS

University Announcements (announcements@vu.edu.au):
This group comprises of the Vice-Chancellor, Principal Officers and Director ITS, as well as assistants authorised to make announcements on their behalf. It is to be used to communicate with and make announcements to all staff at the University.
- Staff cannot un-subscribe to this group
- Staff are expected to read these emails as soon as possible
- Senders to this group are to be authorised by the Vice-Chancellor or relevant Responsible Officer. The Responsible Officer will maintain the list of officers authorised to send bulk email to this group.
- Mail to this group is released immediately, is not moderated or digested.
- This group will be archived for at least 5 years.
- Moderator: This list is not moderated.

Emergency Announcements (emergency@vu.edu.au):
The University's Crisis Management Team will nominate a defined number of staff authorised to send email to staff in emergency situations.
- Staff are to read these emails immediately as they will contain time critical information
- Staff cannot un-subscribe to this group
- Senders to this group are authorised by the University Critical Event Committee or relevant Responsible Officer
- Mail to this group is sent immediately, and marked 'high priority' and not moderated or digested.
- This group will be archived for at least 5 years.
- Moderator: This list is not moderated.

General Announcements (global@groups.vu.edu.au):
All staff will be able to send email to all other staff through global emails. These emails will be:
- Staff can subscribe or un-subscribe to receive global emails, giving staff the option as to whether they wish to receive these emails or not
- Checked by a moderator within ITS to ensure that the email complies with University policy and procedures (as happens currently).
- Mail to this group is queued for release after 5pm each day, moderated, digested,
- This group will be archived for at least 1 year.
- Moderator: The moderator will be an ITS officer approved by the Associate Director -   ITS Enterprise Services.

It is intended that emails of a general nature, that may be of interest to a wide number of staff will be sent via the global@groups.vu.edu.au address. This would include the following types of announcements and messages:

- Farewells
- Absence from the university
- Acting appointments
- Announcements from employee associations or unions
- Surplus goods for sale

16.2   SCHEDULE 2 – CAMPUS BROADCAST GROUPS

Urgent Campus Emails:
Will be sent to staff on their home campus to advise them expeditiously of important information, such as the unforeseen unavailability of a lecture theatre or a power outage.

- Staff are to read these emails immediately as they will contain time critical information
- Emails to these groups will be released immediately.
- Staff cannot un-subscribe from this group.
- Senders to this group are authorised by the Director ITS or relevant Responsible Officer.
- Moderator: This group is not moderated.
- This group will be archived for at least 5 years.

The following Campus Broadcast Groups exist:

Campus / Site	Broadcast Group	Email address
St Albans	St Albans	st.albans-urgent@groups.vu.edu.au
Footscray Park	Footscray Park	footscray.park-urgent@groups.vu.edu.au
Footscray Nicholson	Footscray Nicholson	footscray.nicholson-urgent@groups.vu.edu.au
King Street	City King	city.king-urgent@groups.vu.edu.au
Newport	Newport	newport-urgent@groups.vu.edu.au
Sunshine	Sunshine	sunshine-urgent@groups.vu.edu.au
City Flinders Lane City Flinders Street	City Flinders	city.flinders-urgent@groups.vu.edu.au
City Queen Street	City Queen	city.queen-urgent@vu.edu.au
Werribee	Werribee	werribee-urgent@groups.vu.edu.au
Melton	Melton	melton-urgent@groups.vu.edu.au

General Campus Emails:
Emails will be sent to staff on their home campus to advise them of general information relating to campus operations.

- Mail items are to be limited to a total maximum size of   500Kb
- Mail to this group is queued for release after 5pm each day, moderated, digested.
- This group will be archived for at least 1 year.
- Staff can subscribe or un-subscribe to this group.
- A list of the campus email addresses can be viewed at:
    http://groups.vu.edu.au/wws/lists/global/campus
- Moderator: The moderator of this group will be an ITS staff member approved by the Associate Director, IT Networks and Computing Services.

The following Campus Broadcast Groups exist:

Campus / Site	Broadcast Group	Email address
St Albans	St Albans	st.albans@groups.vu.edu.au
Footscray Park	Footscray Park	footscray.park@groups.vu.edu.au
Footscray Nicholson	Footscray Nicholson	footscray.nicholson@groups.vu.edu.au
King Street	City King	city.king@groups.vu.edu.au
Newport	Newport	newport@groups.vu.edu.au
Sunshine	Sunshine	sunshine@groups.vu.edu.au
City Flinders Lane City Flinders Street	City Flinders	city.flinders@groups.vu.edu.au
City Queen Street	City Queen	City.queen@groups.vu.edu.au
Werribee	Werribee	werribee@groups.vu.edu.au
Melton	Melton	melton@groups.vu.edu.au