

**SUBJECT: CHHS Student Email Process**

**DATE:** July 2025

**PURPOSE:**

This policy outlines the procedures and guidelines for sending mass communications to current student TTU emails within the College of Health & Human Sciences (CHHS). It ensures that such communications are appropriate, consistent, and aligned with Texas Tech's branding and digital communication standards.

**REVIEW:**

This policy will be reviewed periodically and updated as necessary to reflect changes in college or university policies.

**DEFINITION:** Mass emails are defined as emails of more than 25 contacts not concerning department-specific course communications or academic needs.

**POLICY:**

All mass email communications intended for the entire CHHS student body must be approved by the CHHS Office of Marketing and Communications before distribution. Scholarship-related communications and requests must be approved by the Office of Student Services & Recruitment. Departments should use internal listservs to send department-specific academic emails.

**EXEMPTIONS:**

Routine communications from faculty to their classes or departments to their specific student cohorts are exempt from this approval process.

Routine communications from academic advisors to their student cohorts are exempt from this approval process.

Emergency communications will follow the university's established emergency communication protocols through the TechAlert system.

**PROCEDURE:**

**1. Approval Process:**

- Departments or entities wishing to send a mass email to all CHHS students must submit the proposed content to the CHHS Office of Marketing and Communications for review and approval.
- The submission should include the email content, intended audience, and desired send date.



**2. Content Guidelines:**

- Emails must be relevant to the entire CHHS student population and pertain to academic, administrative, or student retention.
- Content should be clear, concise, and free of grammatical errors.
- All emails must adhere to Texas Tech's branding guidelines, including the use of official logos, colors, and fonts.

**3. Distribution Method:**

- Once approved, the CHHS Office of Marketing and Communications will coordinate the distribution of the email via the college's email marketing platform.

**4. Frequency and Timing:**

- To prevent over-communication, mass emails should be limited in frequency. Departments are encouraged to consolidate messages when possible or utilize internal listservs when possible, via Outlook.

**CONTACT:**

For questions or to submit a mass email request, please contact the CHHS Office of Marketing and Communications at [hhs.marketing@ttu.edu](mailto:hhs.marketing@ttu.edu).

*Reviewed July 2025*

