

SUBJECT: CHHS Faculty Email Process

DATE: July 2025

This policy outlines the procedures and guidelines for sending mass email communications to all faculty within the College of Health & Human Sciences (CHHS). It ensures that such communications are appropriate, consistent, and aligned with Texas Tech University'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 all CHHS faculty must be approved by the CHHS Office of Marketing and Communications before distribution. Academic-related communications and requests must be approved by the Associate Dean for Faculty. Departments should use internal listservs to send department-specific faculty emails.

EXEMPTIONS:

Communications from the dean, chairs, or executive leadership to faculty are exempt from this approval process.

Routine communications from Marketing & External Relations related to college-specific events to faculty 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 faculty 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 faculty population and pertain to academic, administrative, or faculty support.
- 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.

Reviewed July 2025

