

Procedures for Email Distribution Lists

INTRODUCTION

E-mail distribution lists are used to facilitate resource sharing, communication, research, and community building. This method of communication is viewed as being cost-effective and reducing the amount of paperwork distributed through intercampus mail. However, the overuse of University-wide emails can reduce effective communication and so the University also encourages consideration of other electronic communication such as those listed below.

Alternative Electronic Resources Available to Reach Employees		
Media	Audience	Contact
# USQ Community Noticeboard	All subscribed staff members	Log ICT Self Service request to be added to the list
# USQ Seminars	All subscribed staff members	Log ICT Self Service request to be added to the list
USQ Calendar of Events	All staff	Senior Public Relations Coordinator
Unit-level distribution system (see Figure 1)	Unit-level staff, as appropriate	See Appendix A
News Hub portal (UConnect - ULive)	All staff	E-mail uconnect@usq.edu.au to request addition to the News Hub

PRINCIPLES

1. E-mail communication should be used to inform faculty, staff and students about activities, events or policies that relate to the University's educational services and business. All campus e-mail distribution lists are maintained as a means of facilitating electronic communication within the University community.
2. E-mail distribution will take a tiered approach whereby unit leaders will have broadcasting rights and responsibilities for the area over which they have authority.
3. Faculty/Section e-mail distribution lists are established by the Division of ICT Services at the request of the Faculty/Section leader. It is the responsibility of the requesting staff member to ensure that the list remains current. Specific offices and individuals will be authorised to post to these lists (See Appendix A for current lists and authorised officers).
4. Staff members are encouraged to create convenience distribution lists as desired using their Outlook Contacts address book.
5. The University owns the e-mail accounts and uses them as an official method of communication with employees and students. Employees and students are responsible for reading official information shared via e-mail.
6. University e-mail distribution lists are not available to non-university entities.

GUIDELINES

1. Material sent to distribution lists must be **relevant to the group being mailed** and must pertain to University business. The distribution lists are not intended to be used for

- personal or commercial gain, except for “# USQ Community Noticeboard” which is available for subscribed staff to use for buy/sell and community notices.
2. Emails should use “**rich text**” format. The complex use of colours, photos and graphics affects file size and load time and should be avoided.
 3. Messages should be **brief and to the point**.
 4. Each message should contain a **meaningful subject line**.
 5. **Attachments should be avoided**. As good practice, staff wishing to share a document or complex graphics should make the material available via a common website and include a summary only and the URL in the e-mail message. The Sender is responsible for all replies, responses, and complaints.

Distribution Lists

The following general guidelines apply to distribution lists:

- The purpose of the list must pertain to USQ business;
- Lists are not open to external subscribers;
- It is the list owner’s responsibility to manage the list’s subscribers;
- A list may not be used under any circumstances to participate in or promote activities that are illegal or violate USQ’s code of conduct.

To request a distribution list, a user must log an ICT Self Service request via the Web and include:

- The name of the distribution list;
- The purpose for which the list is to be used;
- The name/email address of the list “owner”.

A subscriber who no longer wishes to receive e-mails from a distribution list should log an ICT Self Service request via the Web.

Distribution Lists on PCs

Each electronic mail user has the ability to set up “group” distribution lists within their Outlook Contact’s address book. There is no limit on the size of the group or the frequency of distribution however users are required to comply with the ICT Standard for the Use of Electronic Mail.

Bulk E-mail Distribution

All requests for **one-off** distribution to University, Toowoomba Campus, all professional staff or all academic staff lists must be forwarded to the relevant divisional/sectional manager in the first instance outlining:

- Name of required distribution list
- Relevance to members of the list;
- University department sponsoring the message;
- Name of contact person or e-mail alias to be included for replies;
- Subject line for e-mail
- URL for attachments/further information, if applicable;
- E-mail text.

If approved, the manager will forward the request to the Chief Operating Officer for consideration. If the request is approved, the Chief Operating Officer will then distribute the message on behalf of the manager making the request.

All requests for **ongoing** distribution to University, Toowoomba Campus, all professional staff or all academic staff lists must be forwarded to the relevant divisional/sectional manager in the first instance outlining:

- Name of required distribution list
- Relevance to members of the list;
- Expected frequency of e-mail notifications;
- The nature of the communication;
- URL for attachments/further information, if applicable;

If approved, the manager will forward the request to the Chief Operating Officer for consideration. If the request is approved, the Chief Operating Officer, in consultation with the requesting manager, will authorise the establishment of an appropriate e-mail alias and associated sending rights.

Campus e-mail distribution lists

E-mail primarily of interest to a particular campus should use the individual Campus distribution list. Requests should be sent to the Provost/Director of the relevant campus(es) who will decide whether or not to send it to their staff.

Access to Unit distribution lists

E-mail distribution will take a tiered approach whereby unit leaders will have broadcasting rights and responsibilities for the area over which they have authority. For example, a Head of Department may send to the Department but not to the whole Faculty; a Dean or Faculty Manager may send to the Faculty but not to the whole University (Figure 1).

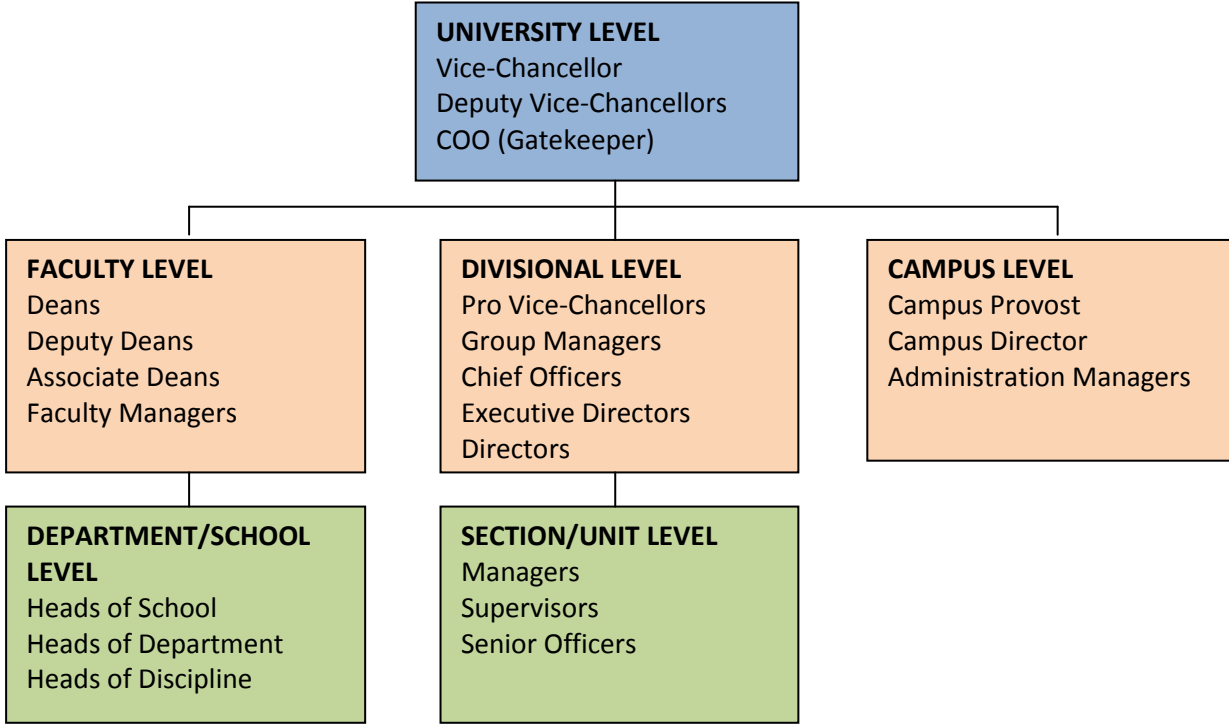


Figure 1: Examples of levels of E-mail Broadcasting Responsibility

Unit leaders will have responsibility to:

- a) approve and broadcast to the unit over which they have responsibility; and
- b) delegate broadcasting rights for their area to other staff members; and
- c) request broadcast in another, or broader, area; and
- d) grant to another area one-off or blanket broadcasting rights to their own area for a designated purpose.

For example, if a staff member of the Faculty of Education wishes to distribute a notice to the Faculty of Arts, the staff member would forward the request to the Dean of Education, or their nominee. Once approved, the Dean of Education would forward the request to the Dean of Arts for broadcasting (Figure 2).

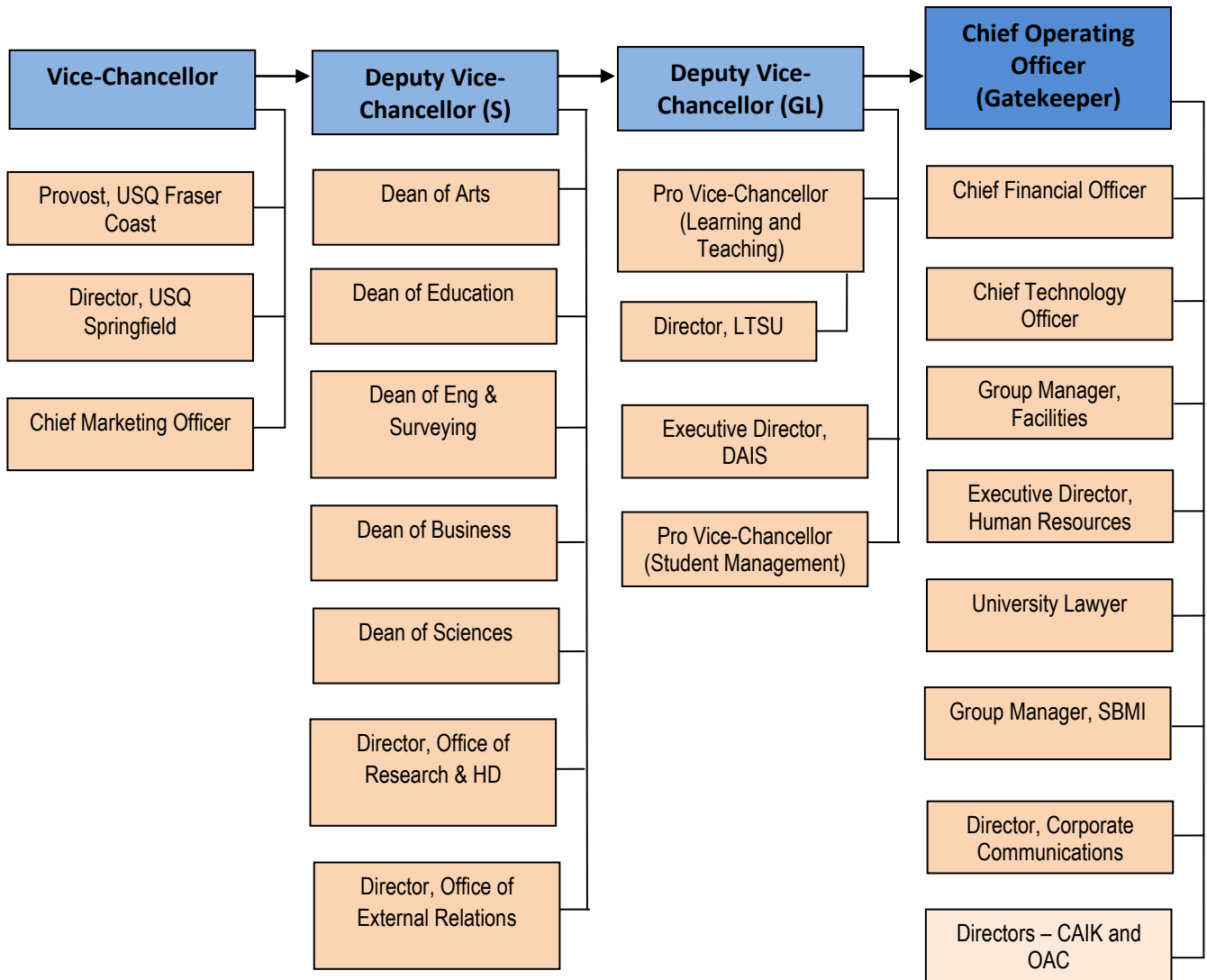


Figure 2: USQ and Division/Faculty Unit Leaders

Each Faculty/Section leader can determine who will have broadcasting rights to their Faculty/Section distribution lists. They may control access by notifying ICT Self Service. Requests can only be made by staff members with current broadcasting rights.

For a full list of current broadcasting rights, including USQ and campus-wide lists, see Appendix A. Requests should be sent to support staff in the first instance. Please access the on-line Staff Directory for contact details or email the office of the Chief Operating Officer.

RELATED POLICIES

- ICT Standard for the Use of Electronic Mail;
- ICT Standard for the Use of ICT Resources;

Officers Authorised to Send to Restricted Distribution Lists (August 2010)	
Distribution List	Gatekeepers
University Communications (all staff)	Chief Operating Officer
Academic Staff	Chief Operating Officer Deputy Vice-Chancellor (Global Learning) Deputy Vice-Chancellor (Scholarship)
General Staff	Chief Operating Officer
Toowoomba – All Staff	Chief Operating Officer
Fraser Coast Staff	Provost, USQ Fraser Coast
Springfield – All Staff	Director, USQ Springfield
Faculty of Arts	Dean of Arts
Faculty of Business	Dean of Business
Faculty of Education	Dean of Education
Faculty of Engineering and Surveying	Dean of Engineering and Surveying
Faculty of Sciences	Dean of Sciences
Student Management Division	PVC (Student Management)
Human Resources	Executive Director, Human Resources
DICTS	Chief Technology Officer
LTSU	Director, LTSU
Finance	Chief Financial Officer
Facilities Management	Group Manager, Facilities
OR&HD	Director, OR&HD
DAIS	Executive Director, DAIS
Sustainable Business Management and Improvement	Group Manager, SBMI
Open Access College	Director, Open Access College
Centre for Indigenous Knowledges	Director, CAIK