

## Student Communication Policy

### Schedule B: Broadcast Email for Current Students Guidelines

<b>Approving authority</b>	Registrar
<b>Approval date</b>	14 March 2019
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<b>Next scheduled review</b>	2024
<b>Document URL</b>	<a href="http://policies.griffith.edu.au/pdf/Student%20Communication%20Policy%20Schedule%20B.pdf">http://policies.griffith.edu.au/pdf/Student Communication Policy Schedule B.pdf</a>
<b>Document Number</b>	2020/2001082
<b>Description</b>	These guidelines outline the University principles concerning the use of email as part of the Student Communication Strategy. They are framed within the University's policies relating to student communication and use of IT systems.
<b>Related documents</b>	
<a href="#">Student Communication Policy</a> <a href="#">Griffith University Code of Conduct</a> <a href="#">Griffith University Privacy Plan</a> <a href="#">Schedule A: SMS for Current Students Guidelines</a> <a href="#">Schedule C: myGriffith Guidelines</a> <a href="#">Schedule D: myOrientation Guidelines</a>	
<a href="#">[Background]</a> <a href="#">[Scope]</a> <a href="#">[Principles]</a> <a href="#">[Governance]</a> <a href="#">[Approving Authority &amp; Responsibilities]</a>	

## 1. BACKGROUND

The University is committed to ensuring that communication between the University and its students is reliable, relevant, timely, efficient and effective. Communications between the University and its students should enhance the student experience - enabling successful transmission of information and reducing duplication. The University is committed to reducing communication through email, increasing the use of platforms such as myGriffith, the Virtual Learning Environment and self-help Tier 0 as enabled by the Enquiry Management Framework.

## 2. SCOPE

Broadcast emails are defined as those emails which are sent to all students, or cohorts/segments of students, as unsolicited emails and electronic direct messages (EDMs), and transactional emails triggered automatically via systems or platforms. It does not apply to enquiry responses or one to one communications.

It covers emails sent through the following systems/platforms:

Enterprise core systems	Oracle CX the Customer Relationship Management System (CRM) The Broadcast Email System (BES) Learning@Griffith
Enterprise secondary systems	CareerBoard Cvent Microsoft office suite including Outlook
Non-enterprise systems	Such as, but not limited to: MailChimp Survey Monkey Vision6

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### 3. PRINCIPLES

The following principles, in addition to those outlined in the *Student Communication Policy*, should guide the use of broadcast email:

- Email should be minimised, with preference for non-email communication channels such as myGriffith and the Virtual Learning Environment (VLE);
- The University will use the primary email address as designated in Peoplesoft student;
- Core systems should be used over secondary or tertiary systems; and
- Where the system or platform generates automatically triggered email notifications these should be minimised, where appropriate disengaged or allowable for recipients to opt out.

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### 4. GOVERNANCE

Broadcast email should be aligned with the Student Communication Plan, and monitored for effectiveness by the Student Communication (Current Students) Steering Committee reporting to Academic Committee via the Learning and Teaching Committee, and incorporating routine student input into ongoing improvement.

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### 5. APPROVING AUTHORITY & RESPONSIBILITIES

Approving authorities are outlined in the *Student Communication Policy*.

System and platform business owners are responsible for ensuring the Policy and its approving requirements are adhered.

Operational assistance and job aids regarding access and content can be found in the [Student Communication Hub](#).