

# Bulk Email Policy

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Policy Version: 1.0

Revision Of: Long-term guidelines listed on [feinberg.northwestern.edu](https://feinberg.northwestern.edu)

Effective date: 10/1/2024

## Purpose

The purpose of this policy is to:

1. Provide faculty and staff with guidance on the appropriate use of bulk email at Northwestern University Feinberg School of Medicine
2. Document the approval process for sending bulk email through Feinberg systems

## Audience

All members of the Northwestern University Feinberg School of Medicine community.

## Policy Statement

Feinberg adheres to the Northwestern University Information Technology's [Bulk Email Approval Policies and Procedures](#), with some special considerations for Feinberg School of Medicine emails, as documented below. Messages that do not meet these guidelines will not be eligible for bulk email delivery.

## Policy Implementation

### Northwestern IT Policies

Per Northwestern's IT guidelines, bulk email is generally appropriate for messages that:

- Directly relate to carrying out the business of the University.
- Relate to changes in University policy or time-sensitive issues.
- Inform a select group of people (e.g., faculty, staff, students, members of a specific school or department) of an announcement or event related to their specific role within the University.

### Feinberg Considerations

- Plan for a minimum **72-hour (three business days) turnaround** on the delivery of your message.
- Separate attachments are not allowed in bulk email. However, a flyer with images or additional material can be hyperlinked in the body of the email text. We recommend linking to a web page, PDF or document via SharePoint.
- Messages must not contain bullets, and special characters are limited to email addresses.
- Images are not allowed in the body of a bulk email.
- Messages must be text-only.

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- No other templates may be used.

### Topics Not Eligible for Bulk Email

- Clinical trials
- Continuing education opportunities not accredited through Northwestern University
- Job postings or descriptions
- Newsletters
- Surveys or polls not approved by the dean of the school of medicine
- Reminders for events that are not sponsored by the Office of the Dean

### Request Bulk Email

If your request meets the guidelines above, please complete the [Bulk Email Request form](#).

### Policy Update Schedule

This policy will be reassessed one year from its effective date and at least once every three years thereafter.

### Revision History

N/A.

### Relevant References

- [Northwestern University Information Technology Bulk Email Approval Policies and Procedures](#)
- [Bulk Email Request form](#)