HUIT Service Communications
Broadcast Email Protocols

Last Updated July 2016
## HUIT → End User (Awareness and Change)

<table>
<thead>
<tr>
<th>Step</th>
<th>Role</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 1    | Service Owner | - Use communication template to draft message  
- Share draft, urgency, and audience scope with HUIT Communications Officer(s)  
- Work with Communications to pre-notify audience stakeholders  
- Confirm if there are any stakeholders that require a post-send notification  
- Submit an online form to Office of the EVP one week in advance of the mailing: https://evp.harvard.edu/broadcast-email-policy |
| 2    | HUIT Communications | - Edit and proof message, advise on distribution list and email client, signs off on final version |
| 3    | School CIO and School Communications Officer | - Approve draft, timing, and audience scope  
- Notify School Service Desk and other School IT stakeholders (as appropriate) |
| 4    | Service Owner | - Coordinate creation of contact list |
| 5    | HUIT Communications OR Service Owner | - Final approval of message and oversee send process  
- Notify appropriate Service Desks  
- Post-send notification to appropriate stakeholders |
### HUIT → End User (Incident)

<table>
<thead>
<tr>
<th>Step</th>
<th>Role</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 1    | Incident Manager (Service/Offering Owner) AND Incident Leader | - Determine MI meets criteria for end user communication (extended duration MI 2 or higher) and notifies Incident Leader and Incident Coordinator  
- Contact HUIT Communications for content preparation support |
| 2    | HUIT Communications | - Helps Incident Manager draft end user message  
- Notifies HPAC and Emergency Management if message requires MessageMe  
- Notifies pre-notification stakeholders |
| 3    | Incident Manager | - Coordinates creation of contact list with IAM (skip if email/network is degraded and use MessageMe)  
- Final approval of message and oversee send process  
- Coordinate with HUIT Communications and School Communications Officer for additional communication channels  
- Begin process for Update or Resolve messages to end users  
- Send Resolve message to end users following incident’s conclusion |
## Pre-notification Stakeholders for large mailings

<table>
<thead>
<tr>
<th>CADM / All Harvard</th>
<th>FAS</th>
<th>SEAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVP broadcast communication (EVP and HPAC) form must be filled out: <a href="https://evp.harvard.edu/broadcast-email-policy">https://evp.harvard.edu/broadcast-email-policy</a></td>
<td><strong>Student—Harvard College</strong> • Rakesh Khurana • Sheila Thimba, Ad Dean • Rachael Dane, HPAC • Lori Loturco, Dean’s Office • Joan Rouse, Dean’s Office • Brandon Edwards (FDO)</td>
<td><strong>Student—SEAS</strong> Paul Karoff, SEAS Communications Gabriele Fariello, SEAS CIO David Hwang</td>
</tr>
<tr>
<td><strong>HPAC</strong> • Paul Andrew • David Cameron • Jennifer Anderson • (HUIT Communications, Media Relations)</td>
<td><strong>Student—GSAS</strong> • Anna Cowenhoven, FAS • Allan Aloise, Dean for Administration and Finance • Garth McCavana, Dean for Student Affairs • Ann Hall, GSAS Communications</td>
<td><strong>Faculty, Staff, PostDocs</strong> Paul Karoff, SEAS Communications Jim Waldo, SEAS CIO Gabriele Fariello, SEAS IT Meg Hastings, SEAS Administration</td>
</tr>
<tr>
<td><strong>Other Stakeholders</strong> • Nick Hambridge, Emergency Management (or delegate) • OGC • CIO Council • GSS • HHR • AA&amp;D • HUPD</td>
<td><strong>Student—DCE</strong> • Huntington Lambert, Dean • Robert Neugeboren, Dean of Students • Carol Stuckey, DCE Marketing Communications</td>
<td><strong>Faculty</strong> • Anna Cowenhoven, HPAC • Nina Collins, Dean’s Office</td>
</tr>
<tr>
<td></td>
<td><strong>Staff</strong> • Anna Cowenhoven, HPAC • Leslie Kirwan, Administration • Mary Anne Bradley, Administration</td>
<td></td>
</tr>
</tbody>
</table>
Awareness/Change Template #1 — High urgency/impact

**Visuals**

**SUBJECT** is Service + Action

**SENDER** is VIP for high urgency messages

**RESPONSES** go to ucio@harvard.edu

**PREHEADER** is one sentence summary

**ORGANIZATIONAL HEADER** is HUIT or School’s preference

**FONT** is Arial 16px, #000000

**SALUTATION** is audience and role specific when possible

**LINKS** are written out and not tracked

**SIGNATURE** is name, title, department, organization

**FOOTER** identifies Service Desk, website, and organizational address
Awareness/Change Template #2 — Lower urgency/impact

**Visuals**

**SUBJECT** is Service + Action

**SENDER** is Service Owner’s Name OR HUIT (Whichever has higher user recognition)

**RESPONSES** go to ithelp@harvard.edu

**PREHEADER** is one sentence summary

**ORGANIZATIONAL HEADER** is HUIT or School’s preference

**FONT** is Arial 16px, #000000

**SALUTATION** is audience and role specific when possible

**LINKS** are written out and not tracked

**SIGNATURE** is name, title, department, organization

**FOOTER** identifies Service Desk, website, and organizational address
Incident Template

**Visuals**

**SUBJECT** is IT Alert: Service + Impact

**SENDER** is Harvard University Information Technology

**RESPONSES** go to ithelp@harvard.edu

**PREHEADER** summarizes incident

**ORGANIZATIONAL HEADER** is HUIT or School’s preference

**FONT** is Arial 16px, #000000

**SALUTATION** is audience and role specific when possible

**LINKS** are written out and not tracked

**SIGNATURE** is service owner’s name, title, department, organization

**FOOTER** identifies Service Desk, website, and organizational address
Email Template

**Sender:** High profile service, HUIT, local CIO  
**Subject:** Service and action

The guiding principle is “Who does the user **expect** to hear from?”

Incident

**Sender:** HUIT  
**Subject:** IT Alert: Service and degradation

The guiding principle is to be fast, clear, and understood without even opening the message.

*Option 1* is the currently recommended approach for all email content elements.