EMAIL COMMUNICATION
STUDENT POLICY
Email Communication, Student Policy

Updated February 28, 2017.

Purpose

Email is a form of communication, which provides an effective method of delivering important information to large groups. To advance the vision of Liberty University College of Osteopathic Medicine (LUCOM), our email policy is based on the principle that such electronic information is provided to support LUCOM mission, business operation, academic and student interest, and/or service. Email use that is contrary to the mission, vision, integrity of the COM, or which can be classified as inappropriate or simply nuisance, is forbidden. Users found in violation will be held responsible and subject to disciplinary matters.

Scope

All Liberty University (LU) usernames and e-mail accounts are property of Liberty University. As such Liberty University retains exclusive rights to the creation, assignment, revocation, usage, and content management of all Liberty usernames and e-mail accounts.

Mass Email Requests

Mass Email Requests may be submitted by any member of the student body and should be submitted at least ten days in advance of intended date of send. Student email requests should be submitted through the Action Request Form and turned into the Office of Student Services through email or in person.

- LUCOMStudentServices@liberty.edu

Requests needed for urgent delivery should be submitted to LUCOMMarketing@liberty.edu and LUCOMStudentServices@liberty.edu.

Email Approval Process

All Mass Email requests must be initially approved by a member of the administration, designated with that privilege. At this time, those authorized to approve release of mass emails
include: the Dean, the Associate Deans for Biomedical Affairs, Clinical Affairs, Research, and Medical Education, as well as, the Director of Admissions and Student Services. While each of these individuals may designate others in their office to perform the functions of review and authorization of mass emails, they retain the responsibility for the subordinate’s actions.

Once approved, the email will be forwarded to LUCOM-Marketing for editorial corrections (as needed). The Mass Email will then be released from the appropriate source: LUCOM email (LUCOM@liberty.edu), the Office of Financial Aid, the Office of Student Services, the Office of the Dean, the Office LUCOM Marketing, SGA, etc.

*Emergency/rush messages will be elevated depending on content and require approval from the Office of the Dean.*

**Email Accounts**

1. LUCOM@liberty.edu
2. LUCOMAlerts@liberty.edu (used for Emergency Alerts only)
3. LUCOMMarketing@liberty.edu
4. LUCOMStudentServices@liberty.edu
5. LUCOMFinancialAid@liberty.edu
6. LUCOMRegistrar@liberty.edu
7. LUCOMStudentAccounts@liberty.edu
8. LUCOMAdmissions@liberty.edu
9. LUCOMLibrary@liberty.edu
10. LUCOMSGA@liberty.edu

   a. *SGA mass email messages may be sent without prior approval*

**Basic Email Etiquette**

1. Email messages should be well structured, descriptive, and precise.
2. Use bullet points or numbers when possible.
3. Always spell check.
4. Re-read before sending.
5. Use hyperlinks instead of attachments, only send attachments when necessary.
6. Avoid excessive use of capital letters, over use of bold font, over use of colored font and highlights.
Signature Policy

This policy is to communicate requirements and restrictions for the use of email signatures by the LUOM student body. Only employees (administrative staff and faculty) of Liberty University are allowed to use university branded images, academic seal included, within an email signature; student-doctors and student-organizations are not allowed.

For those students who use email signatures, please adhere to the example below:

**Doc Sparky**  
Student-Doctor Mascot, Class of 2018  
American Osteopathic Mascot Association (AOMA), LUCOM Chapter President  
Liberty University College of Osteopathic Medicine (LUCOM)

Failure to follow the policies and rules set forth by Liberty University and the marketing offices in regards to email signature compliance results in a negative perception of LUCOM as a professional school and the employees as well as students within.

It is the goal of LUCOM-Office of Marketing to ensure that Liberty University and Liberty University College of Osteopathic Medicine remain partners in their mission.

If student-doctors have any questions or concerns about the email communication and email signature policies, please contact LUCOM-Marketing via email, LUCOMMarketing@liberty.edu.

*Thank you for your attention and compliance.*

**LUCOM-Office of Marketing**  
Christopher Breedlove, Director  
LUCOMMarketing@liberty.edu