



President's

Policy Statement
University Policy Library

Operational Area:	Administration and Operations
Responsible Executive:	Vice President for Strategy
Responsible Office:	Office of Strategy, Marketing and Communications
Effective:	April 1, 2020

Global and Mandatory Email Communications to Students

Administration and Operations

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I. **Introduction**

- A. **Authority:** Colorado Revised Statutes (C.R.S.) § 23-54-102, *et seq.* (2020) authorizes the Trustees of Metropolitan State University of Denver ("MSU Denver" or "University") to establish rules and regulations to govern and operate the University and its programs. The MSU Denver Trustees retain authority to approve, interpret, and administer policies pertaining to University governance. The MSU Denver Trustees authorize the MSU Denver President to approve, administer, and interpret policies pertaining to University operations.
- B. **Permissions:** System permissions outlined in this policy will be managed by IT Services at the direction of the Office of Strategy, Marketing and Communications. All requests for access to any email list must be sent to the Employee Engagement and Communication Specialist in the Office of Strategy, Marketing and Communications for approval.



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C. **Purpose:** This policy addresses appropriate and authorized use of Metropolitan State University of Denver’s global, mandatory student and optional discussion email lists. The University has three (3) categories of email lists available for sending official, relevant, University-related announcements:

1. Global email list: all-students (membership is mandatory)
2. Mandatory centrally managed student email lists: all-student-employees; all-students-colo; all-students-registered-colo; all-student-elig-un-reg-colo; (Culled from the all-student list - membership is mandatory)

Note: Because email is the University’s official means of communication, membership on the global and mandatory, student email lists is mandatory.

Since members cannot “unsubscribe” from these lists, access and permission to use the list is restricted to University administrative offices.

3. University discussion lists (membership is optional)
 All other official University communication directed to students must be submitted for potential inclusion in the University’s official, student communications or the University Events Calendar.

D. **Content:** This policy applies to email content guidelines and best communication practices and Americans with Disabilities Act accessibility standards. More details are included in individual email categories.

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- E. **Scope:** This policy applies to communications directed to MSU Denver students.
- F. **Questions and exceptions:** Any questions or requests for exceptions to this policy are to be directed to the Employee Engagement and Communication Specialist in the Office of Strategy, Marketing and Communications.

II. Roles and Responsibilities

- A. **Responsible Executive:** Vice President for Strategy
- B. **Responsible Administrator:** Employee Engagement and Communications Specialist
- C. **Responsible Office:** Office of Strategy, Marketing and Communications
- D. **Policy Contact:** Employee Engagement and Communications Specialist, 303-615-0100

III. Policy Statement

- A. **Global Email List: all-students:** The all-student list is one of the University's most highly restricted email lists. Membership is mandatory, and "reply-all" responses are not allowed. Only specific employees and delegates in the Office of the President; Office of Strategy, Marketing and Communications; Office of the Provost; Office of Student Affairs; Dean of Students; and AHEC Emergency Communications may post to these lists.

NOTE: Strategy, Marketing and Communications will only send email of a critical nature or in an emergency to the all-students list.

Exception: This policy does not apply to "Timely Warning" emails sent to the entire campus, including students, by the Auraria Higher Education Center.



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1. Content sent to the global, all-students email lists must qualify as relevant and significant to all students receiving the message. Content should be high-level, University business, such as sanctioned and approved MSU Denver surveys, breaking University news and health/safety-related issues. Email content must be professional, accessible, grammatically correct and reflective of the University's brand voice. Multiple party review is required. If there is debate on whether the planned communication meets these standards, contact the Employee Engagement and Communication Specialist for guidance.
 2. Sending an email to the all-students list instead of utilizing the University's official, email-communication channel for students must be discussed with the Employee Engagement and Communication Specialist prior to any actions, with a goal of avoiding email saturation.
 3. The only event announcements that are authorized for distribution to the global all-students email list are major events, such as presidential events, and they must be authorized at the vice president level.
 4. Multiple global emails on the same topic (*i.e.*, reminders) must be approved by the Employee Engagement and Communication Specialist.
- B. **Mandatory Student Email Lists:** Mandatory student email lists are subsets of the all-students list. These include: all-student-employees; all-students-colo; all-students-registered-colo; all-student-elig-un-reg-colo. "Reply-all" responses are not allowed. Only specific employees in the Office of the President; Office of Strategy, Marketing and Communications; Office of the Provost; Office of Administration, Finance and Facilities; Office of Human Resources; Office of Information Technology Services; Office of Student Affairs; and Dean of Students may post to these lists. Content must be appropriate and compliant with this policy before being approved and sent.



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1. Content sent to mandatory student email lists must qualify as appropriate, accessible, timely, relevant and significant to all students receiving the message. The email must include professional, grammatically correct language, and all graphics and/or images must meet accessibility standards; multiple party review is required. If there is debate on whether the planned communication meets policy standards, contact the Employee Engagement and Communication Specialist for guidance.
 2. Sending an email to a mandatory list instead of utilizing the University's official, email-communication channel for students must be discussed with the Employee Engagement and Communication Specialist prior to any actions.
 3. The only event emails that are authorized for mandatory distribution are major events, such as presidential events, and these events must be authorized at the vice-president level. Event announcements should instead be posted to the University's event calendar or submitted to the University's official, email-communication channel for students.
 4. Only one global email to a mandatory list is allowed per request. Reminder emails are not allowed, and authorized senders will not resend an email that another authorized office has already sent.
- C. **University Discussion Lists [Non-mandatory Membership]**
1. Authorized University organizations and departments (*i.e.*, Office of the Provost, Office of Student Affairs) can request the creation of a University discussion list for official communications. Membership on these lists is optional, and students must be allowed to unsubscribe.
 2. Each organization or department is responsible for administering, maintaining and moderating its discussion list(s).



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3. List titles must include the word “discussion” to distinguish the list from official, University email communications. Authorized senders must post to the discussion list using the assigned “discussion” email address.
 4. Content must be appropriate, relevant, significant and timely to all students receiving the discussion message. All efforts should be made to ensure that content, including graphics and images, is accessible.
 5. Members of discussion lists may post and respond to email on the list.
 6. Requests for official, University discussion lists must be submitted to the IT Services Help Desk. Such requests will be reviewed and approved by the Employee Engagement and Communications Specialist in the Office of Strategy, Marketing and Communications.
- D. Communicating to Students within a Specific Academic Program or Department**
1. Academic department chairs are authorized to send targeted announcement email to the student majors and minors lists for their department.
 2. Content must be appropriate, relevant, significant and timely to all students receiving the message. All efforts should be made to ensure that content, including graphics and images, is accessible.
 3. Content can also be submitted to the University’s official, student-communication channel for consideration. Contact the Office of Strategy, Marketing and Communications at 303-615-0100 for information.
 4. Those wishing to reach students within a specific academic program or department may also consider other communication and collaboration tools such as Skype, Microsoft Teams and other ITS-approved or ITS-supported technologies.



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- E. **Individual email lists:** This policy does not apply to individual lists created and administered by departments or individuals that are limited to a specific set of contacts. These lists are the responsibility of the office or individual that requested and created the list. These lists must allow the option for members to unsubscribe and must be maintained by the requestor and owner of the list. University email users should not create *de facto*, all-students lists by copying emails from the global email address list or other sources. Creation of lists exceeding 500 recipients must be completed in cooperation with ITS. Requests for assistance in creating individual lists can be submitted through the IT Services Help Desk.

IV. Definitions

- A. **Authorized offices:** University offices approved to send global emails to all students.
- B. **Authorized senders:** Specific faculty and staff selected by their authorized offices and approved by the Employee Engagement and Communication Specialist in the Office of Strategy, Marketing and Communications, to send global/mandatory emails.
- C. **Generic University email address:** No-reply email address assigned to authorized senders, such as "President – Communications."
- D. **Global email lists:** The University's most restricted, mandatory lists, including the all-students list. (Reply-all responses are not allowed.)
- E. **Official University business:** Official University business includes content that qualifies as significant, high-level, University business, such as sanctioned and approved MSU Denver surveys, breaking University news and health/safety-related issues. The information must be timely and relevant to all members of the lists receiving the email. If there is debate on whether the planned communication meets these standards, contact the Employee Engagement and Communication Specialist for guidance.



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- F. **University organization/department discussion lists:** University organizations and departments (*i.e.*, Athletics) can request the creation of a University discussion list for official communications. Membership on these lists is optional, and students must be allowed to unsubscribe.

V. Authorized Offices and Senders

- A. Authorized offices are limited to three individuals, specified by their position title by office/department leadership, with policy-outlined permission to send global emails. These individuals must be approved by the Employee Engagement and Communication Specialist in the Office of Strategy, Marketing and Communications.
- B. Authorized offices must submit requests for exceptions to the allowed number of authorized senders, as well as amendments to their authorized user list, to the Employee Engagement and Communication Specialist.
- C. Authorized senders that are also office heads are allowed to send under their personal email addresses, or they may use the generic alias assigned to their offices; other designees must use the generic alias. Discussion list owners must use assigned, discussion-list email addresses to distinguish discussion emails from official, University emails.



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VI. Policy History

- A. **Effective:** April 1, 2020
- B. **Revised:** April 24, 2018
- C. **Enacted:** October 2015
- D. **Review:** This policy will be reviewed every three years or as deemed necessary by University leadership.

VII. Policy Approval



Janine Davidson, Ph.D.
President, Metropolitan State University of Denver

N/A

Chair, Board of Trustees, Metropolitan State University of Denver