MSU Denver Global Email Policy — Definitions and Guidelines

These definitions and guidelines are provided as an addendum to the MSU Denver Policy on Global Email Lists and offer more detailed information on the email lists available. Please reference the separate document, “Global Email Policy: 2014 Authorized Offices and Senders,” for further guidance.

1. Definitions

Global email: No-reply all-employees and/or all-students emails. (Responses are not allowed.) Or Lyris employee list emails sent to more than one employee group list, but not to all four lists. (Replies to the sender are allowed.)

ConnectU targeted announcement email: University and departmental email announcements and information sent via the announcements section of ConnectU. This email is limited to student lists.

University discussion list: University official organization email lists. Membership on the list is optional and the option to unsubscribe is mandatory.

Official University business: Significant, high-level University business such as MSU Denver surveys, obituaries for University personnel and health/safety-related issues. The information must be timely and relevant to the members of the lists receiving the email.

Authorized offices: Offices approved to send global emails.

Authorized senders: Faculty and staff selected by their authorized offices and approved by the assistant director of communications in the Office of Marketing and Communications to send global emails.

Generic University email address: No-reply email address assigned to authorized senders, such as “Human Resources – Communications” and “Classified Council – Communications.”

2. Authorized offices and senders

Authorized offices are limited to three individuals with permission to send global emails. These individuals must be approved by the assistant director of communications in the Office of Marketing and Communications. Please reference the separate document, “Global Email Policy: 2014 Authorized Offices and Senders,” for further guidance.

Authorized offices must inform the assistant director of communications of their current authorized senders. Requests for exceptions to the allowed number of authorized senders must be approved by the assistant director of communications.

Authorized senders are allowed to send under their own email addresses or they may use the generic alias assigned to their offices. Discussion list owners must use assigned discussion list email addresses to distinguish discussion emails from official University emails.

3. Global email lists

- All-students [Google list]
- All-employees [combination of all group lists]
The all-students and all-employees lists are the most highly restricted email lists. Only the Office of the President, which includes Marketing and Communications, may post to these lists. These requests are reviewed by the assistant director of communications in the Office of Marketing and Communications. Departments may submit a request to Global-emailrequests@msudenver.edu. Requests are reviewed once daily and, if approved, sent within one business day. NOTE: Marketing and Communications will only send email of a critical nature or in an emergency to the all-students list. All other student email requests must be sent to an office authorized to post email in ConnectU. (See “ConnectU targeted email announcements” below.)

Exception: “Timely Warning” emails are sent to the entire campus, including students, by the Auraria Higher Education Center.

4. Mandatory employee group lists

- All-faculty [tenure, tenure-track and category II]
- All-affiliate Faculty
- All-administrators
- All-classified

Only the offices of the President, Vice Presidents, Human Resources and IT Services are allowed to send to “mandatory membership” employee group lists. Requests to send global email to any of these lists must be sent to an authorized office. Requests will be reviewed for appropriate content and policy compliance before being approved and sent. Offices authorized to send global email must abide by the “MSU Denver Global Email Policy” to determine whether a communication is appropriate for global email.

Requests sent to the Office of Marketing and Communications will be reviewed once daily to determine whether content is appropriate for global email or if another communication vehicle is more appropriate. If approved, the email will be sent within one business day of receipt. If the email does not meet policy criteria, the Office of Marketing and Communications will notify the requestor. Those wishing to use this method should submit a request to Global-emailrequests@msudenver.edu.

The approval process for global email requests made to authorized senders other than the Office of Marketing and Communications is determined by the authorized sender’s reporting area.

Only one global email is allowed per request. For instance reminder emails are not allowed and authorized senders will not resend a global email that another authorized office has already sent.

5. ConnectU targeted email and announcements

Targeted announcement email through ConnectU is limited to official communications to students. Only the offices of the Provost, Enrollment Services, Student Engagement and Wellness, and IT Services are authorized to send targeted announcement email through ConnectU to all students. Academic department chairs are authorized to send targeted announcement email to student majors and minors lists in ConnectU for their individual departments.

NOTE: ConnectU may not be used to send emails to employee groups.
To send to all students, a request must be made to an office authorized to post ConnectU email announcements.

6. University organization/department discussion lists
University discussion lists can be requested and created for official University organizations or departments (i.e., Intercollegiate Athletics, Faculty Senate). List titles will include the word “discussion” in order to distinguish the list from University official email communications. Membership on these lists will be optional and employees must be allowed to unsubscribe. Each organization or department must appoint a representative to administer its list.

Email sent to discussion lists must be limited to appropriate, University business. Organizations may choose to announce University events using discussion lists as appropriate, but reminders are not allowed. Authorized senders must post to the discussion list using the assigned “discussion” email address. Members of discussion lists may post and respond to email on the list.

Requests for official University Discussion lists must be submitted to the IT Services Help Desk. Requests for discussion lists will be reviewed and approved by the assistant director of communications in the Office of Marketing and Communications.

7. Event announcements
Global emails promoting an event are not allowed. Events must be submitted to The Daily news email and/or the University’s calendar. The assistant director of communications has the discretion to send an event announcement if warranted. The only events that are authorized for all employee/student distribution are major events, such as presidential events, and they must be authorized at the vice president level.

8. Authority and permissions
System permissions outlined in this policy will be managed by IT Services at the direction of the Office of Marketing and Communications. All requests for access to any email list must be sent to the assistant director of communications in the Office of Marketing and Communications for approval.

9. 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. They must allow the option for members to unsubscribe and must be maintained by the requestor and owner of the list. Requests for individual lists can be submitted through the IT Services Help Desk.

10. Questions and exceptions
Any questions or requests for exceptions to this policy are to be directed to the assistant director of communications in the Office of Marketing and Communications.