MSU Denver Policy Statement — Global and Mandatory Employee Email Lists

Purpose

This policy addresses appropriate and authorized use of Metropolitan State University of Denver’s global and mandatory employee email services.

The University has three (3) categories of email lists available for sending official, relevant University-related announcements:

- Global email lists: all-employee; all-students (membership is mandatory)
- Mandatory employee email lists: all-administrators; all-classified; all-faculty-adjunct; all-faculty-category-2; all-faculty-tenure-and-t-track. (Five lists that are culled from the all-employee list – membership is mandatory)
- University discussion lists (membership is optional)

Because email is the University’s official means of communication, membership on the global and mandatory employee email lists is mandatory for University all employees and/or students. Since members cannot “unsubscribe” from these list, access and permission to use the lists is restricted to University administrative offices.

All other official University email must be posted to University discussion lists that allow employees to unsubscribe. Discussion lists are outlined in the MSU Denver Global and Mandatory Employee Email Lists Guidelines.

Policy Statement

A. Global email lists: all-employee; all-student (membership is mandatory)

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

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

1. Content must be official University business that is significant and relevant to all employees and/or all students receiving the message.

2. Event announcements are not allowed and must be posted to the University’s calendar. 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.
3. Multiple global emails on the same topic (i.e., reminders) are not allowed.

B. Mandatory employee email 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 the mandatory employee email lists. Requests to send 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 to these lists must abide by the “MSU Denver Global and Mandatory Employee Email Policy” to determine whether a communication is appropriate.

Requests to the Office of Marketing and Communications will be reviewed to determine whether content is appropriate 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. Contact the Office of Communications and Marketing at 303-556-2957 to make a request.

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.

C. University discussion lists [non-mandatory membership]

1. Authorized University organizations and departments (i.e., Faculty Senate, Classified Council, Athletics) can request the creation of a University discussion list for official communications. Membership on these lists is optional and employees must be allowed to unsubscribe. Each organization or department is responsible for administering, maintaining and moderating its list(s).
2. Content must be official University business that is significant and relevant to all employees receiving the message.
3. Multiple global emails on the same topic (i.e., reminders) are not allowed.

D. Communicating to students

1. Academic department chairs are authorized to send targeted announcement email to the student majors and minors lists for their department.
2. Content can also be submitted for consideration for The Student Hub. Contact the Office of Marketing and Communications at 303-556-2957 for information.
3. Content can also be submitted for inclusion in The ‘Runner, a weekly e-newsletter sent to students. Contact the Dean of Students Office at 303-556-3559 for more information.
4. Multiple global emails on the same topic (i.e., reminders) are not allowed.
This policy supersedes all other “email list” policies regardless of origination. Guidelines and procedures are outlined in the MSU Denver Global Email Lists Guidelines.

**Review:** This policy will be reviewed annually on July 1.

**Approved:** October 2015