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UW-River Falls Administrative Policy	Title: Employee and student email lists usage policy
Policy ID: AP-05-107	
Effective: May 1, 2017	Administrative University Officer: ACBF
	Policy Owner/Responsible Officer: Executive Assistant to the Chancellor
Revision:	Approved by: Chancellor
Review: 3 years	Next Review Date: May 1, 2020

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## Policy

This policy concerns the specific email lists that include all employees, all employees in a specific category, or all students. There are seven email lists that are subject to this policy:

- Academic Staff – [acadstf@lists.uwrf.edu](mailto:acadstf@lists.uwrf.edu)
- University Staff – [universitystaff@lists.uwrf.edu](mailto:universitystaff@lists.uwrf.edu)
- LTE staff – [ltestf@lists.uwrf.edu](mailto:ltestf@lists.uwrf.edu)
- Limited Staff – [limitedstf@lists.uwrf.edu](mailto:limitedstf@lists.uwrf.edu)
- Faculty – [faculty@lists.uwrf.edu](mailto:faculty@lists.uwrf.edu)
- All Employees (comprising the previous 5) [all-employees@lists.uwrf.edu](mailto:all-employees@lists.uwrf.edu)
- All Students – [students-notify@lists.uwrf.edu](mailto:students-notify@lists.uwrf.edu)

Members of these groups are automatically subscribed to the email lists by DoTS and they cannot unsubscribe or opt out.

These email lists are the only means of contacting all employees or all students at once. In order to ensure that all incoming messages on these lists are given the appropriate attention, and not diluted by an excess of messages that readers find irrelevant to them, use of the email lists must be carefully governed and emails released with discretion.

Usage of these email lists is therefore ruled by the following principles, defining a hierarchy of importance:

Tier 1): Essential, urgent, or emergency communications that impact all or most of the individuals subscribed to the list.

Tier 2): Strategic or important communications from the Chancellor or his office.

Tier 3): Announcements or opportunities that are relevant to all or most (approx. 65-75%) of the members on the email list. Some such examples would include:

Employee lists (either All Employees, or specific category):

- message from DoTS notifying of computer lab changes and software requirements
- (Faculty and AS) grade submission deadlines, grant opportunities, etc.
- (Faculty, AS, or US) communications regarding shared governance matters
- Invitation to a special faculty/staff appreciation event

Students-Notify email list:

- Messages regarding parking permits, textbook return, student government communications, public elections, etc.

## **Definitions:**

LISTSERV is an industry standard email list application which can host lists facilitating discussions (both moderated and un-moderated), announcements, or mixed usage. LISTSERV is the software product family from L-Soft used by UW-River Falls to provide email discussion and announcement list services. While "listserv" or "listserve" is sometimes used to refer to an email list, that more accurate terminology is "email list." For the purposes of this policy, "email list" is used to describe what is also commonly referred to as a listserv.

## **Procedure**

Anyone on campus can submit a message for distribution on one of the above lists by addressing their message to one of the email addresses above. The message will be reviewed by the List Moderators and/or List Editor and will either be approved for release or sent back to the author.

Moderators include the Chancellor's Office Administrative Assistant and the Executive Assistant to the Provost, who have the ability to release messages but not the authority to make final decisions. The Campus Chief of Police also has Moderator status and can release emergency or crime-report related notifications only without seeking prior approval.

Final decisions regarding release of Tier 3 messages rest with the Editor, who is currently the Executive Assistant to the Chancellor.

## **Authority**

The UW-River Falls Chancellor approves this policy in accordance with the Administrative Policy process.

The Assistant Chancellor for Business and Finance is responsible for the substance of, and compliance with all administrative policies.

The Executive Assistant to the Chancellor is responsible for the administration and maintenance of this policy. To request an exception to this policy, mailto: [administrative-policy@uwrf.edu](mailto:administrative-policy@uwrf.edu).

## **Sanctions and Appeals Process**

Failure to adhere to the provisions of this policy may result in appropriate disciplinary action as provided under existing procedures applicable to students, faculty, and staff, and/or civil or criminal prosecution.

## **Background**

Emails are frequently submitted for distribution on these lists which do not meet the criteria described above. Faculty and staff must understand and be aware of the university's need to prioritize email list distribution of urgent or strategic communications, and thus limit as much as possible the distribution of non-essential communications without impact on most of the email list subscribers.

Hundreds of email lists exist on our campus and are used for various purposes and to communicate to or within specific audiences; those email lists are governed by the general principles and regulations defined by the Division of Technology Services.

## **Related Documents**

University Communications and Marketing produces Falcon Daily, an e-newsletter, to inform UWRF employees and subscribers of campus announcements and activities in a concise new read each day. Frequently items submitted for distribution on the employee email lists are more appropriate to include in Falcon Daily. At this link is information on the regulations for Falcon Daily content:

<https://www.uwrf.edu/UCM/Falcon-Daily-Policy.cfm>

Regarding promotion of events or initiatives to the student body, it is recommended that the Student Involvement Marketing Office be utilized as the primary resource for student-directed communications (resources offered to students include support in the creation of graphics, posters, University Center tables, chalking, Axis TV and social media). See here for more information:

<https://www.uwrf.edu/StudentInvolvement/StudentOrganizations/StudentResources.cfm>. For

students, consider also the Student Voice: <http://uwrfvoice.com/>, Org Sync:

<https://orgsync.com/home/271> and D2L for targeted communications:

<https://uwrf.courses.wisconsin.edu/d2l/home>

Social media is an increasingly powerful communication tool. Please refer to our UWRF Social Media Directory for information on audience-specific social media accounts which can be used for distributing information: <https://www.uwrf.edu/News/SocialMediaDirectory.cfm>

## **Contact**

To direct questions about this policy, mailto: [administrative-policy@uwrf.edu](mailto:administrative-policy@uwrf.edu).