University of Colorado **Anschutz Medical Campus**

Campus Administrative Policy

Policy Title: **Electronic Communications – CU Anschutz**

Policy Number: 3019A   **Functional Area:** General Administration

Effective: March 24, 2023
Date Last Amended/Reviewed: N/A (New Policy)
Date Scheduled for Review: January 1, 2030
Supersedes: N/A (New Policy)

Approved by: Donald M. Elliman, Jr
                                           Chancellor, University of Colorado Anschutz
                                           Medical Campus

Prepared by: Legal Counsel
Reviewing Office: University Communications
Responsible Officer: Vice Chancellor for Marketing and
                                           Communications

Applies to: CU Anschutz Medical Campus

A. Introduction
The objectives of this policy are:

- To facilitate campus electronic communications strategy
- To increase electronic communications effectiveness
- To increase brand compliance and campus reputation
- To reduce IT security vulnerabilities
- To increase legal compliance and reduce institutional risk

B. Definitions

"Electronic communication" refers to any message transmitted on a digital communications channel, including, but not limited to, email (Outlook, eComm), email listserv, email group, instant message service (Teams), intranet (Teams) and SMS texting.

"*Mass electronic communication*" is any electronic communication that has more than 500 recipients.

"*Internal message*" refers to any electronic communication that is sent by a CU Anschutz student, employee or affiliate to an audience that is primarily composed of CU Anschutz students and/or employees.

"*External message*" refers to any electronic communication that is sent by a CU Anschutz student, employee or affiliate to an audience that is not primarily composed of CU Anschutz students and/or employees, such as alumni, donors or hospital/community partners. An external message requires appropriate unit-level leadership approval, as determined by the unit, before being sent.

C. Policy Statement

1. Email is an official means of university communications for students and employees.

2. Electronic communications may not be sent beyond a student's or employee's organizational authority without appropriate unit-level approval as determined by the unit. Electronic communications may not be sent school/college-wide without Dean or Delegate approval. Electronic communications may not be sent campus-wide without Chancellor, Executive Vice Chancellor or Vice Chancellor approval. Campus-wide electronic communications also require CU Anschutz Office of Communications review (Vice Chancellor of Marketing and Communications or Delegate) and alignment with campus communications strategy.

   a. Electronic communications sent campus-wide should promote the education, research or patient care mission of the university and/or be timely, direct and of broad interest to the general campus audience.

b. Mass electronic communications about student events require the approval of school/college student leadership and/or the CU Anschutz Office of Student Affairs. Campus events should be posted on the campus events calendar wherever possible.

c. Electronic communications sent campus-wide require appropriate leadership approval and may not be used to promote school/departmental newsletters or other internal content (such as podcasts).

d. Electronic communications sent campus-wide may not be used to promote commercial products or services, including items for sale or solicitation of goods or services, without Chancellor, Executive Vice Chancellor or Vice Chancellor approval.

D. Process

1. Per existing System-level policy (APS 6002: Electronic Communiations), eComm is the required tool for sending mass emails to both internal and external audiences. Listservs, email groups & intranets are permitted for mass electronic communications to an internal audience at the school or departmental level only. However, the following requirements must be met:

   a. No unauthorized third-party tools (e.g. MailChimp, Constant Contact) are permitted for mass electronic communications to either internal or external audiences.

   b. Electronic communications must comply with CAN-SPAM and related laws.

   c. CAN-SPAM provides legal definition for "transactional" and "commercial" email messages. Students and employees may not opt-out of transactional messages as they are required as a condition of enrollment or employment. Students and employees may opt-out of commercial emails at the unit, department or campus-level. Email preference categories in eComm allow individuals to opt-out of any specific email message or email channel they choose to.

2. Electronic communications sent to internal and external audiences must align with CU brand standards. The Office of Communications will provide basic eComm templates to licensed eComm users that are brand compliant.

Notes

1. Dates of official enactment and amendments:

   March 24, 2023: Adopted/Approved by the CU Anschutz Chancellor

2. Initial Policy Effective Date: March 24, 2023

3. Cross References/Appendix:

   - CU System Administrative Policy Statement 6002: Electronic Communiations