

# LISTSERV POLICY

**POLICY NUMBER:** RESERVED FOR FUTURE USE

**POLICY TYPE:** ADMINISTRATIVE

**RESPONSIBLE OFFICIAL TITLE:** CHIEF INFORMATION OFFICER

**RESPONSIBLE OFFICE:** CHIEF INFORMATION OFFICER

**EFFECTIVE DATE:**12/1/2017

**NEXT REVIEW DATE:** 12/1/2020

**SUPERSEDES POLICY DATED:** N/A

**REQUIRES LEGAL/COMPLIANCE REVIEW:**

(PER SECTION V. OF THE APPROVED POLICY REQUEST FORM)  YES  NO

**REQUIRES I.T. POLICY COUNCIL REVIEW:**

(PER SECTION V. OF THE APPROVED POLICY REQUEST FORM)  YES  NO

**REQUIRES HUMAN RESOURCES REVIEW:**

(PER SECTION V. OF THE APPROVED POLICY REQUEST FORM)  YES  NO

**REQUIRES BOARD OF REGENTS APPROVAL:**

(PER SECTION V. OF THE APPROVED POLICY REQUEST FORM)  YES  NO

## I. POLICY STATEMENT

### Overview

The purpose of the Listserv Usage Policy is to define an authorization process to manage the usage of campus-wide listservs for faculty/staff (NKUFLASH and NKUNews) and students (NKUSTUDENTFLASH and NKUSTUDENTNews). This policy will define the appropriate distribution method for various campus messages, the appropriate listserv approval administration and usage procedures, and establish ongoing maintenance for approved listserv submitters.

**1.0 Scope** This policy applies only to the use of the four NKU campus-wide listservs identified in Section 1.0. Any additional campus-wide listservs to be added will be required to follow this procedure unless otherwise noted via policy changes. The defined listservs are as follows:

#### Faculty/Staff Lists

- NKUFLASH: This listserv is used to send urgent or critical messages deemed important enough to be received by all active faculty and staff employees. Students do not receive NKUFLASH emails. This is not an opt-in/opt-out list – all active faculty and staff employees will receive NKUFLASH messages.
  - Examples of the types of messages that will be sent to NKUFLASH include campus or facility closures, emergencies, major policy changes that affect all employees, or other urgent or critical messages.
- NKUNews: This listserv is used to send two types of messages to faculty and staff – routine campus notifications about policies, events, activities, training sessions, etc. (distributed via the existing *ThisWeek* publication), and standalone messages deemed more important than *ThisWeek* announcements but not important enough for an NKUFLASH. Faculty and Staff have the option to opt-in/opt-out of NKUNews. Students do not receive NKUNews emails.

#### Student Lists

- NKUSTUDENTFLASH: This listserv is used to send urgent or critical messages deemed important enough to be received by all currently enrolled students. Faculty and staff do not receive NKUSTUDENTFLASH emails. This is not an opt-in/opt-out list – all currently enrolled students will receive NKUSTUDENTFLASH messages.
  - Examples of the types of messages that will be sent to NKUSTUDENTFLASH include campus or facility closures, emergencies, major policy changes that affect all students, or other urgent or critical messages.
- NKUSTUDENTNEWS: This listserv is used to send standalone messages to students deemed more important than those included in the existing *ThisWeek: Student Edition* publication (routine campus notifications about student policies, events, activities, etc., sent from its own listserv), but not important enough for an NKUSTUDENTFLASH. Students have the option to opt-in/opt-out of NKUSTUDENTNEWS. Faculty and staff do not receive NKUSTUDENTNEWS emails.

### 3.0 Population of Listservs and Opting Out

- a. NKUFLASH membership will be updated automatically on a daily basis using the myNKU human resources system. The list will include all active faculty and staff employees. Employees will not have the option to subscribe or unsubscribe from the NKUFLASH list.
- b. NKUSTUDENTFLASH will be populated automatically each semester. The list will include all currently enrolled students.
- c. NKUNews membership will be updated automatically on a daily basis using the myNKU human resources system, but will also have the option of subscribing or unsubscribing. As such, any message distributed to NKUNews will automatically include the following message: “NKUNews is a subscription based email service of Northern Kentucky University. Recipients can unsubscribe from this list at <http://listserv.nku.edu/mailman/listinfo/nkunews>. Once unsubscribed, you must submit an IT Service Request to be re-subscribed.”
- d. NKUSTUDENTNEWS will be automatically populated each semester, but will have the option to subscribe or unsubscribe. As such, any message distributed to NKUSTUDENTNEWS will automatically include the following sentence: “NKUSTUDENTNEWS is a subscription-based email service of Northern Kentucky University. Recipients can unsubscribe from this list at <http://listserv.nku.edu/mailman/listinfo/nkustudentnews>. Enrolled students are automatically re-subscribed at the start of each semester.”

### 4.0 Approved Senders

These lists (NKUFLASH, NKUNews, NKUSTUDENTFLASH, and NKUSTUDENTNEWS) have a set of approved senders who can submit a message to the associated listserv. The approved senders for these lists are:

- President, Executive Team, and their assistants;
- Chief of NKU Campus Police;
- Director of Marketing and Communications.

Messages submitted by an approved sender will be immediately released for distribution.

#### 4.1 Other Senders

Messages submitted by anyone other than the approved senders listed in Section 4.0 will go into a queue and Approved Senders will be notified that a message needs their attention. If accepted by an Approved Sender (see Sec. 4.0), the message will be released for distribution to the listserv from the original sender.

### 5.0 Enforcement:

All NKU employees will adhere to this Listserv Usage Policy for listserv distribution procedures and approvals. Additional policies and regulations related to the acceptable use of NKU computing resources can be found at <http://policy.nku.edu/content/dam/policy/docs/a-through-z-policy-finder/Acceptable%20Use%20Policy.pdf>

**6.0 Policy Amendment** Any alteration or amendment to this policy will require Presidential approval.

## II. ENTITIES AFFECTED

All University Divisions.

## III. EXCEPTIONS

Messages submitted by anyone other than the approved senders listed in Section 4.0 will go into a queue and Approved Senders will be notified that a message needs their attention. If accepted by an Approved Sender (see Sec. 4.0), the message will be released for distribution to the listserv from the original sender.

## IV. REFERENCES AND RELATED MATERIALS

### REFERENCES & FORMS

*Link any forms or instructions needed to comply or implement this policy. If links are unavailable, attach forms to this policy as examples.*

Acceptable Use Policy <http://policy.nku.edu/content/dam/policy/docs/a-through-z-policy-finder/Acceptable%20Use%20Policy.pdf>