

Texas Woman's University University Regulation and Procedure

Regulation and Procedure Name: Listserv Use

**Regulation and Procedure
Number: URP: 04.790**

Policy Owner: Information Technology Solutions

POLICY STATEMENT

The purpose of this University Regulation and Procedure (“URP”) is to communicate the regulations and procedures regarding the use of Listserv Email-lists at Texas Woman's University (“TWU” or “University”). Listservs facilitate the free flow of information necessary to maintain an informed and engaged University community. These procedures ensure the efficiency, effectiveness, security, and manageability of the service that supports University business and its mission of education and service.

APPLICABILITY

This policy is applicable to TWU Students, Employees, and Guests.

DEFINITIONS

1. “Blind Carbon Copy (“BCC”)” means a copy of an email sent to a recipient whose email address does not appear (as a recipient) in the message.
2. “Discussion Email-list” means moderated Email-lists for topical and scholarly exchange among colleagues. Employees may unsubscribe from these Email-lists at any time but may also rejoin later, if they choose.
3. “Email-lists” means a collection of email addresses, usually related to a subject or group (e.g., Chairs, Students, or Student Athletes).
4. “Email-list Moderators” means persons appointed by Email-list Owners charged to ensure the relevancy of messages sent to the Email-list. After reading all messages, Email-list Moderators may choose to release or return them. Released messages are sent to the Email-list. Returned messages are accompanied by a notice to explain the reason for the return. Email-list Moderators must be an Employee and should not be a shared email.

5. "Email-list Owner" means the individual who creates or manages the Email-list. Email-list Owners handle all requests to subscribe and to unsubscribe (adding and removing members), along with managing the Email-list's settings and permissions. Email-list Owners must be an Employee and should not be a shared email.
6. "Employee" means any individual at TWU who is hired in a full-time, part-time, or temporary capacity in a faculty or staff position, or in a position where the individual is required to be a Student as a condition of employment.
7. "Guests" means any individual not affiliated with TWU.
8. "Listserv" means an application that distributes messages to subscribers on an electronic mailing list ("Email-list"). Listservs help facilitate communication with an entire Email-list using a single email address. All TWU Email-lists must have at least one Email-list Owner and at least one Email-list Moderator.
9. "Listserv Administrator" means the TWU system administrators who manage and maintain the Listserv system. The Listserv Administrator also validates Email-list requests.
10. "Organizational Email-list" means an Email-list created automatically, using official Office of Human Resources ("OHR") records. These Email-lists are created for departmental use (e.g., OHR, Athletics, Reading, etc.).
11. "Student" means a person taking courses at TWU, a person who is not currently enrolled in courses but who has a continuing academic relationship with TWU, or a person who has been admitted or readmitted to TWU.
12. "University Announcements Email-list" means a moderated Email-list for the transmission of timely and officially sanctioned information of general interest to all members of the TWU community. This is created automatically, using official OHR and student records. Employees, students, and prospective students may not remove themselves from a University Announcements Email-list.

REGULATION AND PROCEDURE

I. Introduction

These regulations and procedures are separated into three parts on the basis of the Email-list type: one part for University Announcements Email-lists, a second for Discussion Email-lists, and a third for Organizational Email-lists. Any type of Email-list shall be constructed and used in accordance with other official University policies, regulations, and procedures.

II. University Announcements Email-lists

A. University Announcements Email-lists are moderated Email-lists available for officially-sanctioned communication of general interest to the University community. A list of approved University Announcement Email-lists can be found in the Mailing Lists (Listserv) Knowledge Base Article (See References).

B. Subscribing

Subscribers are automatically added to these Email-lists electronically by use of the official OHR and portal account data. These Email-lists are updated nightly to ensure new Employees are added and terminating or retiring Employees are removed. Since these Email-lists will be used to distribute officially-sanctioned University information, subscribers will not be removed from their constituent Email-list(s) and may not remove themselves from these Email-lists.

C. Email-list Moderators

Email-list Moderators are selected and reviewed annually by the Director of Infrastructure. The Chief Information Officer (“CIO”), or delegate, will ensure Email-list Moderators are added to their assigned University Announcements Email-lists. Email-list Moderators are responsible for reviewing messages for appropriateness prior to releasing messages to the Email-lists. Messages may be returned to the sender with a recommendation for posting through other channels. Email-list Moderators may send emails on the behalf of faculty or staff.

III. Discussion Email-lists

A. Discussion Email-lists are moderated Email-lists used for the exchange of scholarly and topical interests among University community members. These Email-lists may not replicate the function or purpose of any University Announcements Email-lists.

B. Email-list Owners and Email-list Moderators

Email-lists associated with courses or other discussions should be removed by the Email-list Owner at the end of each semester, or at the conclusion of the course. Email-list Moderators are responsible for reviewing messages for appropriateness prior to releasing to the Discussion Email-lists. Messages may be returned to the sender with a recommendation for posting through other channels. Email-list Moderators may send emails on the behalf of community members.

C. Subscribing

Individuals should not be subscribed to any Discussion Email-lists without their prior knowledge and consent without having a way to unsubscribe. Emails may be sent to individuals soliciting and instructing them on adding themselves to an Email-list; however, Email-list Owners should not email an individual more than three (3) times. Additionally, Discussion Email-lists may allow individuals to self-enroll. Discussion Email-lists must allow individuals to unsubscribe. All emails sent will automatically contain a link at the bottom informing subscribers how to unsubscribe.

IV. Organizational Email-lists

A. Organizational Email-lists are moderated Email-lists that are created automatically using official OHR records. In general, Organizational Email-lists are created for departments (e.g., OHR, IT Solutions, Reading, or College of Arts and Sciences).

B. Email-list Owners and Email-list Moderators

Component leaders are responsible for the use of their Organizational Email-lists. Leaders of each organization can use these Email-lists to support their operations. Component leaders may decide what features they want available for their Organizational Email-lists and who can send to their Organizational Email-lists. Email-list Moderators are responsible for reviewing messages for appropriateness prior to releasing to the Organizational Email-lists. Messages may be returned to the sender with a recommendation for posting through other channels. Email-list Moderators may send emails on the behalf of community members.

C. Subscribing

Since these Email-lists will be used to distribute component-related information, subscribers will not be removed from their constituent Email-list(s), and they may not remove themselves from these Email-lists. IT Solutions is responsible for the maintenance and operation of the Organizational Email-lists. The Organizational Email-lists are updated nightly to ensure new Employees are added and terminating or retiring Employees are removed.

V. General Construction and Use

A. Email-list Names

All Email-list names should be as descriptive as possible without being too long (a suggested length would be approximately 8-12 characters). A Listserv Administrator may contact the requester to make necessary changes.

B. Email-list Owner Responsibilities

1. At least one Email-list Owner on every Email-list must be a full-time and permanent Employee of TWU. The primary Email-list Owner will be the person who is contacted about Email-list issues. If the primary Email-list Owner leaves TWU, a new Email-list Owner must be established and identified to IT Solutions prior to the change of ownership. The Email-list Owner is responsible for maintaining the Email-list on a day-to-day basis. This list of responsibilities includes, but is not limited to:
 - a. Check email on a regular basis to prevent going over quota and thereby causing bounced emails to a full mailbox;
 - b. Learn how to manage the Email-list;
 - c. Provide instructions to Email-list members on how to unsubscribe from an Email-list;
 - d. Respond promptly and courteously to questions from Email-list subscribers;
 - e. Remove subscribers who use the Email-list inappropriately, as described below;
 - f. Correct subscriptions made in error (e.g., malformed or mistaken email addresses);
 - g. Respond to error messages, such as bounces, non-member submissions (if applicable), and other errors that may arise;
 - h. Respond to inquiries or requests from the TWU Listserv Administrator;
 - i. Ensure Email-lists are not used to send unsolicited emails (spam) that are not directly related to the stated purpose of the Email-list. (Using an Email-list in this manner may result in revocation of Listserv privileges.); and
 - j. Minimize the size of emails sent to the Email-list, preferably less than 2MB.

C. Disabling Email-lists

1. The CIO, or delegate, may authorize disabling Email-lists if an Email-list Owner and Email-list Moderator has not been identified or if it is determined that the Email-list is being used inappropriately. Inappropriate use includes, but is not limited, to:

- a. Using an Email-list for commercial purposes or personal business (e.g., buying, selling items, advertising, etc.) or other private gain;
 - b. Using defamatory, abusive, discriminatory, harassing, intimidating, profane, or offensive language;
 - c. Using an Email-list in connection with contests, chain letters, junk e-mail, or "spam";
 - d. Releasing messages without Email-list Moderator or Email-list Owner review;
 - e. Neglecting to promptly unsubscribe people upon request;
 - f. Adding people without their prior consent;
 - g. Falsely impersonating an individual, group, organization, or entity;
 - h. Creating Email-lists that fail to conform to this policy; and
 - i. Distributing large files. The Listserv Administrator may block messages that are greater than 5MB.
2. Email-lists will be annually reviewed by the Director of Infrastructure, or delegate, for activity and continued conformance to the current Listserv URP. The following actions may be taken as part of the review:
- a. Email-lists with no activity for twenty-four (24) months will be closed;
 - b. Email-lists that have been active for six (6) months but never sent a message will be closed;
 - c. Email-lists that have been active for one (1) month without an Email-list Moderator will be closed; and
 - d. Email-lists with unresponsive Email-list Owners will be removed. Email-list Owners will be contacted by the Listserv Administrator prior to removing the list. Email-lists with unresponsive Email-list Owners who do not respond to requests from IT Solutions within fourteen (14) business days will be removed.

D. Sending to Email-lists

Emails sent to Email-lists where a response is not required must place the Email-list address(es) to the blind-copy (“BCC”) send line. Using the BCC feature prevents subscribers from “replying to all.”

E. Requesting a New Email-list

1. To create a new Email-list, contact the Technology Service Desk via the Service Request System. Requests must include the following:
 - a. The purpose and description of the Email-list;
 - b. The proposed name of the Email-list;
 - c. The Email-list Owner(s) email address(es) and work phone number(s) (up to two (2) individuals); and
 - d. The Email-list Moderator(s) email address(es) and work phone number(s) (up to two (2) individuals).
 - e. Indicate if the Email-list:
 - i. Will be open for subscription (i.e., if individuals can self-subscribe to the list, rather than requiring the Email-list Owners to add them); and
 - ii. Should be hidden or viewable at lists.twu.edu.
2. Requests will be forwarded to the Listserv Administrator, who may contact the requestor for additional or clarifying information.

VI. Compliance

Employees that violate this policy are subject to corrective and disciplinary action, including and up to dismissal, in accordance with URP 02.330: Faculty Responsibilities, Standards of Conduct, and Disciplinary Processes and URP 05.600: Staff Standards of Conduct and Disciplinary Process. TWU may also take corrective action against interns, volunteers, contract Employees, contractors, and/or consultants that violate this policy, including and up to termination of TWU’s relations or Access with that individual or entity. Students that violate this policy are subject to corrective and disciplinary action, including and up to suspension or expulsion, in accordance with TWU’s URP 06.200: Student Code of Conduct.

REVIEW

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, Board of Regents policies, or internal processes or procedures.

REFERENCES

[Mailing Lists \(Listserv\) Knowledge Base Article](#)

[URP 02.330: Faculty Responsibilities, Standards of Conduct, and Disciplinary Processes](#)

[URP 05.600: Staff Standards of Conduct and Disciplinary Process](#)

[URP 06.200: Student Code of Conduct](#)

FORMS AND TOOLS

[Service Request System](#)

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