

University Listserv Standards and Guidelines

Office of Information Technology (OIT)

The University of Colorado Denver | Anschutz Medical Campus community members may create and make use of a listserv to be used in fulfillment of the university's education and service missions.

Use of University Listservs

- Requests for listservs will be submitted to the listserv administrator in OIT's Constituent Services team for review and processing via the [OIT Service Center](#) ticketing system.
- Listservs with more than 2,500 recipients require approval of a unit or department Associate Dean or Associate Vice Chancellor. Approval may depend on the individual campus communication policy.
- Every listserv must have a listserv manager who is responsible for maintaining member distribution, approved senders, and review/approval of email message content.
- Listserv managers may develop their own policies regarding content, appropriate distribution, cadence of mass emails, and best practices in coordination with school/college/department marketing communication leads.
- Listservs should not be used to promote commercial products or private businesses including items for sale or solicitation of goods or services. Messages may not be sent on behalf of a third-party organization or individual.
- Recruitment requests for research studies should not be distributed through any university listserv. Participant recruitment promotions should be submitted to Research Studies for communication and marketing efforts.

Listsers Procedures

- OIT will regularly note from the server the number of messages and size of the lists to identify any unusual activity that could compromise server function for the university. Any problems will be discussed with the listserv manager.
- OIT may delete listservs that do not have a listserv manager to provide oversight of the listserv content or approved senders.
- OIT may delete lists that remain dormant for a period of 6 months or contain only a single member. In such cases the list owner is notified and has 30 days to respond to the listserv administrator to request that the list be retained.

Additional Communication Resources and References

- [Campus Administrative Policy 5001, Acceptable Use of Information Technology Resources](#)
- [Campus Administrative Policy 5011, Email](#)
- [APS #6002, Electronic Communications](#)

