

UNC Email Internal Communication Policy

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I. Email Purpose

The University uses email as the primary means for communicating essential information to students. Mass email messages are a useful and convenient way of informing the UNC campus community.

However, their potential for unnecessarily consuming resources and cluttering campus inboxes require that senders of such messages adhere to some guidelines.

As such, mass emails must be approved or sent by a unit's Campus/Department Communicator, the Central Marketing Communications team or other authorized users only. A mass emailing is an unsolicited email message sent to a group of otherwise unrelated campus email addresses. Sending a message to members of a club or a group of friends does not constitute a mass emailing. Sending messages to groups, committees or divisions also does not constitute a mass emailing.

There are two basic types of university-wide and campus email distribution lists:

1. All faculty and staff, university-wide
2. All students, university-wide

Students and employees may maintain personal group lists; however those lists should not be used to send unsolicited email that violates any of the University's policies.

Email is a strategic tool for carrying out the mission of the University of Northern Colorado. It can be used to communicate with large groups of people easily, quickly and effectively.

Recognizing this need, a Customer Relationship Management (CRM) tool with email functionality (Slate) was implemented to help these high-level offices, departments and organizations communicate to large segments of our campus community.

a. What is Slate?

Slate is a Customer Relationship Management (CRM) technology for managing all UNC's relationships and interactions with students and prospective students. It provides UNC and each college/unit a single system to manage prospective and current/enrolled student information from the initial point of contact, through the application, admission and enrollment process.

b. Email Criteria

The official bulk email service is restricted to those messages that meet one of more of the following tests:

- The message is essential to the proper execution of daily business.
- It notifies the community of noteworthy events or changes in governance, policy and practice.
- It alerts the community to situations around health and safety (examples include crime alerts, snow closings and flu vaccinations).
- It keeps segments of the community informed of their business. For example, in the case of official committees, the messages could contain minutes, updates and announcements. This would include instructors who send official emails to the students in their courses.

Announcements that do not meet these requirements of urgency and/or critical information, should seek other methods of relaying their information, such as UNC Today, Around Campus and UNC's online events calendar. Inclusion in these distribution items can be found at this link: <https://www.unco.edu/news/calendar-event-submission/>

II. Email Policy

a. Acceptable Uses of University Email

Email is an official means for communication at the University of Northern Colorado and all students currently enrolled at UNC are assigned a university email address. Official email communications are intended only to meet the academic and administrative needs of the campus community. Violation of UNC policies (including this one) may result in disciplinary action dependent upon the nature of the violation.

Official messages come from the administration or its representatives, to be sent to the entire community or large subgroups. As such, bulk email that has been authorized as an "official communication" should be received and read as any other official document at UNC, since they may affect day-to-day activities and responsibilities.

UNC has the right to send communications to students via the university email systems (Outlook and Slate) and expects that students will read those communications in a timely fashion. The University also retains the right to send official communication via traditional methods.

Confidentiality regarding student records is protected under the Family Educational Rights and Privacy Act of 1974 (FERPA).

For sending emails to external constituents outside of the UNC community, please see the [external email policy](#).

i. Commercial Email:

Email messages are considered commercial when they advertise, promote or inform recipients of a product, service, event or initiative. Messages are also considered commercial when they do not qualify as transactional.

Opt out: Must include Opt-out or unsubscribe link.

ii. Transactional Email:

Messages sent by University units are considered transactional when they meet at least one of the following conditions:

- Messages sent as official communications (I.e., legally required training or notifications, timely warnings from UNC Police, class cancellations, campus or building closure, etc).
- Messages sent to confirm a transaction (I.e., Here is your receipt, Thanks for signing up, Your account has been created, etc.).
- Messages sent as an update to a transaction (I.e., The event you registered for has been relocated), The event has been canceled, etc..
- Messages sent as an event confirmation to notify attendees of parking, venue info, etc.

Opt Out: Because of the nature of these essential communications, students, faculty and staff cannot "opt out" of receiving these emails. Transactional messages should not have an unsubscribe link.

b. Prohibited Use: Examples of prohibited uses of email include:

- Sending "spam", chain letters, or any other type of unauthorized widespread distribution of unsolicited mail.
- Use of email for commercial activities or personal gain (except as specifically authorized by University policy and in accord with University procedures).
- Use of email for partisan political or lobbying activities.
- Sending of messages that constitute violations of UNC's Student Code of Conduct.

- Creation and use of a false or alias email address to impersonate another or send fraudulent communications.
- Use of email to transmit materials in a manner which violates copyright laws.

Abuses of UNC's email services should be reported to Central Marketing and Communications at **marketing@unco.edu**.

All emails from Slate/UNC will follow email best practices, including:

- No misleading subject lines or email headers.
- Email content will be related to subject lines.
- Content will be consistent with UNC's marketing and communication initiatives.
- No offensive or discriminatory content will be used.
- All emails will include an unsubscribe link.
- All opt-out requests will be honored promptly.
- All emails will include a UNC physical address.
- All emails will follow UNC's branding guidelines.
- All emails will be sent from a shared UNC email address that is whitelisted before using.

Emails will not be sent from a personal UNC email address except for messages from members of the Cabinet, Deans of colleges and those at the Vice President level.

c. Exceptions to Email Policy

The Marketing and Communications department will consider email requests, such as for research study participation or solicitation, that fall outside of UNC's Email Policy and may issue exceptions on a case-by-case basis. Such requests must be approved by UNC's Institutional Review Board (IRB) before Marketing and Communications will consider making an exception to the UNC Email Policy.

If approved, Marketing and Communications will coordinate and supply email lists for groups seeking participation in research studies that have been approved by IRB as long as the research project meets IRB criteria. The Office of Institutional research will create these email lists. After the study concludes, Institutional Research will destroy the list and the requestor must also destroy any downloaded copies of the email list.

These types of email requests fall within UNC's existing Data Governance Protocols, but in some cases, institutional survey protocols will also apply.

d. Privacy

Email users should exercise extreme caution in using email to communicate confidential or sensitive matters and should not assume that email is private and confidential. It is especially important that users be careful to send messages only to the intended recipient(s). Particular care should be taken when using the "reply" command during email correspondence because many mailing lists are

configured to deliver replies to the full list, not just the author of a given message.

e. Educational Uses of Email

Faculty will determine how electronic forms of communication (e.g., email, course announcements, chats and message boards) will be used in their classes and will specify their requirements in the course syllabus. This official student electronic communications policy will ensure that all students are able to comply with electronic-based course requirements specified by faculty. Faculty can therefore assume that students' official email is being accessed and they can use email, chats and message boards for their classes accordingly. Faculty are encouraged to continue using Canvas for course communications to their students.

a. Redirecting Email

While students have the technical ability to electronically redirect their university email to a private email account (e.g., @gmail.com, etc.) redirection is at the student's risk, and the university is not responsible for the privacy and security practices in handling email by outside vendors that are not university contractors. Students who chose to redirect their email remain responsible for the content of any information sent to their official UNC email address.

b. Student Expectations

UNC will send email communications to current students' official university email address. Students have the responsibility to recognize that certain communications may be time critical.

Students are expected to check their email regularly and are responsible for all information sent to them at their UNC email address. Students must recognize that certain communications may be time-sensitive, and they may be required to monitor email on a more frequent basis than determined by instructional needs. Official University communications such as urgent bulk email, course email, Around Campus and UNC Today should be read on a regular basis since those communications may affect day-to-day activities and responsibilities.

III. Announcements and Targeted Messages

a. Scheduling an Email for Distribution

The central Marketing and Communications team will review the UNC's global communications calendar that they manage and maintain, and select a date and time as close to the original request as possible, ensuring that overlapping communications do not occur to the same student populations.

Failure to put in an email request with the central Marketing and Communications team for scheduling can result in restricted or removed access from Slate.

Submit your request here: <https://www.unco.edu/marketing-communications/>

Under "What do you need support with?" select Email Campaign. Under "What is your deadline?" select the date(s) and time(s) you would like your email(s) sent.

Campus or Department Communicators, as defined above, must submit their request for email distribution through the marketing request form (link) the message send date, time and audience at least 24 hours prior to the desired distribution.

b. Email/Communication Oversight

Prior to individual colleges/units sending out communications about topics such as registration, financial aid, billing, housing, dining, etc, it is the responsibility of the Campus/Department Communicators to liaison with the owner of the communication within the University to ensure there is no overlap or duplication in communication.

The central Marketing and Communications team will periodically review/audit email communications to ensure that style, brand and other guidelines listed here are being followed. Failure to follow these guidelines could result in sanctions or suspension of email privileges.

The following definitions have been established by the UNC central Marketing and Communications team:

c. Definitions:

i. Alt Text: Alt text (short for alternative text) is text included in HTML code to describe an image on a webpage. It provides context for search engine crawlers as well as for those viewing a page with a screen reader. Alt text should be used for all images that provide context for the email.

ii. Slate: UNC's email and CRM system for one-way, one-to-many, UNC-related communications.

iii. Slate Instances: The University of Northern Colorado has two instances or versions of Slate: one for Admissions Management and one for Student Success. Each instance has a separate login and database, as well as a production and test environment.

- 1) **Campus Slate:** Refer to the [Slate Training Guide](#) for step-by-step usage. This instance of Slate is used by the University of Northern Colorado to help manage student success and post-enrollment processes to increase engagement and retention across campus. All students who are currently "active" or who are not currently "active" but have a SGBSTDN record effective as of future term that will make them active AND this future term record does not appear to be associated with new admissions record for a future term are included in this instance. In addition, it is being utilized to send UNC communications to faculty and staff.
- 2) **Admissions Slate:** This instance of Slate is used by the University of Northern Colorado exclusively for the recruitment and admission of students into UNC degree, certification and professional development programs. This prospect-to-enrollment system is used by campus recruiters and marketers to drive, answer and track interests, induce application, deliver decisions and facilitate the completion of enrollment requirements.

iv. Administrator (All Access): These are the power users in Slate who have the most access in the platform.

v. Slate Captain(s): Slate Captains are the project leaders for your Slate implementation. They should be well-versed in your business processes and overall data needs. As a team, they will:

- Gather information from stakeholders
- Set goals for your team
- Complete implementation objectives

vi. Campus/Department Communicator role: The UNC central Marketing and Communications team will work with colleges, departments and units to identify Campus/Department Communicators, who are trained and designated by central marketing at UNC to disseminate communications on behalf of their college/unit/department to UNC students, faculty, staff and more via Slate.

vii. Communications Assistant role: This refers to staff assisting in the creation but not dissemination of communications to UNC students, faculty, staff and others via Slate. Once the communication is created, the department communicator will review, approve and send the communication.

viii. User Permissions: User permissions determine what a user can do in Slate, it grants access to a given function within Slate, for example, the ability to send an email.

ix. Realms: Realms determine which objects (e.g., queries, forms, events, scheduler, mailings, events) a user has access to. For example, a user has access to manage their own deliver campaigns but only for their college. By placing a college mailing into a realm, the user will have access to their college mailings, without seeing or affecting mailing in other realms.

x. Slate Populations: Access to records in Slate can be managed through population permissions on the user account. Users can be granted access to lookup or update person or application records that belong to a specific population(s) in lieu of being granted access to lookup or update all person or application records in a database. Population permissions are effective for managing user access to records based on student type (e.g., undergraduate, graduate, non-degree), program or college (e.g., Business, Education, Nursing, etc), or any other data points that can be used to define a population.

xi. Canvas: Platform for cohort and class communications between faculty and students.

xii. Microsoft Outlook: Email system for individual, small group and business communications, including one-to-one correspondence; intradepartmental and interdepartmental conversations for two-way (back and forth) communication(s). For example:

- Personal communications
- Counselor communications
- UNC offices to students, faculty and staff with official business notices

xiii. Blackbaud NetCommunity (BBNC): Used and managed exclusively by Alumni Relations for alumni-facing communications. Reach out to Alumni Relations for all communications to alumni.

IV. Best Practices:

Announcements of cafeteria menus, fitness center schedules, art shows, music performances, bookstore sales, etc. should not be sent to email distribution lists individually; it is more appropriate to gather this information into a campus or student weekly newsletter to send out at the same time and/or post the

information on a campus monitor, existing newsletter, social media, etc. or to a UNC or College News and Events website by entering a request here: <https://www.unco.edu/news/calendar-event-submission/>.

Faculty, staff and student email distribution lists are not made available to outside organizations other than as specified by legal or policy requirements. Emails from such groups may only be sent to a UNC distribution list by an appropriate UNC representative.

Mass emails to students with information about new courses or programs should only be sent to student email lists with prior approval of the Office of Academic Affairs or designee and only once or twice a semester. The list should only provide a list of the new courses and programs with links to the appropriate website(s) for additional information.

Individual faculty can send information about new courses and programs to students enrolled in their classes as they deem appropriate without prior approval through the existing Canvas platform.

V. Access to Email Distribution Lists

a. Email Distribution Lists

University email is only for official university business. Use of university-wide and campus-wide email distribution lists should be solely used for information important to all members of the UNC community. University-wide and campus-wide email distribution access and list queries shall be housed solely in the Slate platform.

The UNC Central Marketing team will work with colleges, departments and units to identify Campus/Department Communicators who are trained and designated by central marketing at UNC to disseminate communications on behalf of their college/unit/department to UNC students, faculty, staff and more via Slate.

b. Access to University-Wide Distribution Lists:

The following individuals have the authority to use University-wide email distribution lists via Slate:

College President

Vice Presidents

College Registrar
 AVP of Marketing and Communications
 Executive Director of Marketing
 Email and CRM Manager
 Director of News and PR
 Academic Deans
 Campus Student Development Service Directors
 Information Technology staff
 Administrative Assistants to the President and Vice Presidents
 Directors of Academic/Student Success (Please work with the Office of Student Affairs to keep messages to students at a minimum.)
 Campus/Department Communicators (as defined above)

c. Access to an Individual Campus-Wide Email Distribution List

The Academic Dean(s) and Campus Student Development Services Directors can determine who may send communications via campus faculty/staff and student email distribution lists.

The following individuals will also have access to the campus email distribution lists via Slate:

College/Dept/Unit	Department Communicator	Contact
President's Office	Lori Riley; Jennifer Almquist	lori.riley@unco.edu ; jennifer.almquist@unco.edu
Finance and Administration	Lori Brachtenbach	lori.brachtenbach@unco.edu
Provost's Office	Betsy Kienitz	betsy.kienitz@unco.edu
Faculty Senate	Nina Phillips	nina.phillips@unco.edu
Division of Undergraduate Academic Engagement	Loree Crow; Krista Caufman; Berniece Mitchell	loree.crow@unco.edu ; krista.caufman@unco.edu ; berniece.mitchell@unco.edu
Student Academic Success	Katie Mason; Berniece Mitchell	kathryn.mason@unco.edu ; berniece.mitchell@unco.edu
Academic Effectiveness	Berniece Mitchell; Kathy Zellers	berniece.mitchell@unco.edu ; kathy.zellers@unco.edu
Graduate School	Patrick Johnson	patrick.johnson@unco.edu
College of Education and Behavioral Sciences	Duard Headley	duard.headley@unco.edu

College of Humanities and Social Sciences	Duard Headley; Jose Hernandez Albarado	duard.headley@unco.edu ; jose.hernandezalbarado@unco.edu
Monfort College of Business	Nathan Tran	nathan.tran@unco.edu
College of Natural and Health Sciences	Nathan Tran	nathan.tran@unco.edu
College of Performing and Visual Arts	Sara Schuhardt; Carissa Reddick; Donna Goodwin; Shelly Gaza; Katie Runkel	sara.schuhardt@unco.edu ; carissa.reddick@unco.edu ; donna.goodwin@unco.edu ; michelle.gaza@unco.edu ; katherine.runkel@unco.edu
Extended Campus	Jessica Sklba; Ethan Swan	jessica.sklba@unco.edu ; ethan.swan@unco.edu
Libraries	Jennifer Beck; Natasha Floersch	jennifer.beck@unco.edu ; natasha.floersch@unco.edu
News and Public Relations	Deanna Herbert; Sydney Kern	deanna.herbert@unco.edu ; sydney.kern@unco.edu
Division of Diversity, Equity and Inclusion	Jorge Jacquez-Marquez	jorge.jaquezmarquez@unco.edu
Athletics	David Sabolcik; Dennis Driscoll	david.sabolcik@unco.edu ; dennis.driscoll@unco.edu ;
Professional Administrative Staff Council	Alex Hilton	alexandra.hilton@unco.edu
Global Engagement	Olga Baron; Berniece Mitchell	olga.baron@unco.edu ; berniece.mitchell@unco.edu
Information Management & Technology	Tiffany Wood	tiffany.wood@unco.edu
Human Resources	Sarah Chase	sarah.chase@unco.edu
Urban Education	Erin Hart	erin.hart@unco.edu
Division of Student Affairs and Enrollment Services	Casey Sperry; Marcie Tucker	casey.sperry@unco.edu ; marcie.tucker@unco.edu
Police Department	Patrick Gallagher; Tyler Weaver	patrick.gallagher@unco.edu ; tyler.weaver@unco.edu
Alumni	Tamsin Fleming; Grayson Meek	tamsin.fleming@unco.edu ; grayson.meek@unco.edu
Office of Research and Sponsored Programs	Sol Adams; Nancy Schindele	sol.adams@unco.edu ; nancy.schindele@unco.edu

d. Alternative Communication Choices

Before deciding on mass email as the choice for any communication, units are strongly encouraged to use alternative communications. Contact your parent unit's Department Communicator as outlined above.

UNC Today: is an e-newsletter published weekly for faculty, staff, students and interested community members.

Around Campus: is an e-newsletter for students published once a week on Mondays during the academic year. It's emailed to currently enrolled students' UNC email accounts (BearMail).

UNC Calendar: a publicly accessed website with some of the largest visitor numbers of any UNC site.

VI. Email Style Guidelines

- a. **Font Guidelines:**
 - i. **Font style:** UNC main type faces in Slate are Tahoma or Arial; use "default" in Slate templates
 - ii. **Font size:** Header font size: 32 pt font; subhead font: ; body font size is 16 pt
- b. **Header:** Use pre-approved headers provided in templates, customize department name as needed
- c. **Footer:** Use the pre-approved footer provided in the approved templates in Slate, which includes a:
 - Physical address
 - Phone number
 - Email address
 - UNCO logo
 - Social media icon links
 - Must include Opt-out or unsubscribe link: this will automatically populate before you can send your email (for commercial emails only)
- d. **From address:** Use official email address of your department, office or unit. or example, ofa@unco.edu, or "bursar@unco.edu."
- e. **From name:** Do not send emails from your name, rather, use the official name of your office/department/business unit. For example, "Office of Financial Aid", "Bursar's Office." "College of Performing and Visual Arts". Do not use abbreviations such as SAES, OSO, unless they are commonly used across UNC at all levels, such as NHS = College of Natural Health and Sciences.

Those who are members of the Cabinet, Deans of Colleges and at the Vice President level can send emails with their personal name identifier and title such as: "NHS Dean Kamel Haddad," or "Cristina Golleti, Dean of PVA."

- f. **Image Guidelines:** The ideal image size and resolution for a header image is: 680px (h)
- g. **Alt Text:** Alt text (short for alternative text) is text included in HTML code to describe an image on a webpage, providing context for search engine crawlers as well as for those viewing a page with a screen reader
- h. **Body Copy:** Keep text to 200 words or less. The optimal use of email is to tease out copy to a landing page/website with full information
- i. **Subject Line:** when titling your message, we recommend limiting it to under 50 characters. Subject lines longer than this are too large for cell phone screens and will be cut off. You **MUST** fill out the subject line to Save your message
- j. **Preheader:** Add a preheader or preview text. The preheader is what shows up in your inbox under the subject line, such as a preview line. Keep this text to under 100 characters and ensure the message relates to the subject line
- k. **Personalization:** Use personalization through merge fields to customize email subject lines, pre-header text and body copy with a person's preferred name

VII. Writing Guidelines: UNC follows AP Style. For an overview of the most common uses of the style at UNC, click the [link](#).

VIII. Brand Guidelines (link): Click here for a link to our brand guidelines.

IX. Sanctions

Willful or intentional violations of this policy are considered to be misconduct under applicable provisions of the Student Conduct Code. Students who violate this policy may be denied access to IT resources and may be subject to other penalties and disciplinary action both within and outside the University. Violations of this policy may result in disciplinary action that could result in student employment termination, suspension or expulsion from the University.

Employees who are also UNC students should not use their employee access to student or employee information (i.e., email addresses) to send emails for class or student research assignments. This is considered a violation of the UNC Email Policy.

X. [Slate Training Guide](#)

XI. [See the policy for external emails](#)