

Guidelines: Official University Listservs (All-campus, All-employee, Staff and Faculty Listservs)

Official University Listservs (OULs) provide a rapid, cost-effective means of communicating critical and important information to the university community. These listservs have become an essential tool in the conduct of Notre Dame's academic and business activities. In light of the importance of this tool, the University recognizes the interest of faculty and staff in keeping their email accounts free of unsolicited and, perhaps, irrelevant messages.

The following guidelines address instances in which e-mail listserv messages will be approved and cases in which such messages should be directed to other communication vehicles.

OUL managers will post messages with one or more of the following qualifications:

- The message is relevant to most members of the listserv to which it is being posted (*the President invites all faculty to attend his annual faculty address*).
- The message will have an urgency such as a deadline, or will support campus safety/security (*Parking hang-tags and decals expire Monday; Influenza vaccinations available Monday-Friday*).
- The message is submitted under the auspices of a University Officer (*Father Jenkins welcomes all members of the University Community to the new academic year*).
- The message regards an essential employee benefit or opportunity (*online parking registration begins, open enrollment for healthcare plans is announced*).

Managers of OULs will review and reject messages of the following nature:

- An event that can be displayed on the University calendar (agenda.nd.edu) (*Kellogg Institute hosts conference on CAFTA*).
- Promotional or sales content regarding on- or off-campus opportunities and services (*Post Office sells new commemorative stamps, Legends announces new fall menu*).
- Requests for support for on- or off-campus charitable organizations and activities (*ECDC raising funds for swing sets, Zahm holds video-game marathon to raise money for sleep disorders*). Note: Exceptions will be made for University sponsored fundraising activities (i.e., United Way, Third World Relief and Relay for Life).
- Represents a service or opportunity relevant to only a small number in the listserv membership (*Chemistry announces extended hours for glass-blowing services*).

The following venues offer viable alternatives for messages that will not be sent out on the listserv:

For events: agenda.nd.edu, Adworks (hall and building posters), NDWorks
For Promotional Materials: ND Media Group, Adworks (for posters and postcards),
Observer advertisement