

LISTSERVS – CAMPUS-WIDE

POLICY NUMBER: ADM-LISTSERVS

POLICY TYPE: ADMINISTRATIVE

RESPONSIBLE OFFICIAL TITLE: VICE PRESIDENT-ADMINISTRATION & FINANCE

RESPONSIBLE OFFICE: CHIEF INFORMATION OFFICER/INFORMATION TECHNOLOGY (IT)

EFFECTIVE DATE: JUNE 2014

MOST RECENT REVIEW: 2/20/2024

NEXT REVIEW DATE: PREVIOUS REVIEW PLUS THREE (3) YEARS – 02/20/2027

BOARD OF REGENTS REPORTING (CHECK ONE):

PRESIDENTIAL RECOMMENDATION (CONSENT AGENDA/VOTING ITEM)

PRESIDENTIAL REPORT (INFORMATION ONLY)

I. POLICY STATEMENT

OVERVIEW

The purpose of this policy is to define an authorization process to manage the usage of campus-wide listservs for faculty/staff (NKUFLASH and NKUNEWNEWS) and students (NKUSTUDENTFLASH and NKUSTUDENTNEWS). This policy defines the appropriate distribution method for various campus messages, the appropriate listserv approval administration and usage procedures, and establishes approved listserv submitters.

1. SCOPE

This policy applies only to the use of the four NKU campus-wide listservs identified in this section. Any additional campus-wide listservs to be added will be required to follow this procedure unless otherwise noted via policy changes. The defined faculty/staff and student listservs are as follows:

FACULTY/STAFF LISTSERVS

- **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.
- **NKUNEWNEWS:** 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 NKUNEWNEWS. Students do not receive NKUNEWNEWS emails.

STUDENT LISTSERVS

- **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 students standalone messages 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.

2. 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. To unsubscribe from this list, please visit <https://listserv2.nku.edu/www/signoff/nkunews>. To manage all your NKU list memberships, visit <https://listserv2.nku.edu/www>.”
- 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. To unsubscribe from this list, please visit <https://listserv2.nku.edu/www/signoff/nkustudentnews>. To manage all your NKU list memberships, visit <https://listserv2.nku.edu/www>. Enrolled students are automatically re-subscribed at the start of each semester.”

3. APPROVED SENDERS

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

- President, members of the President’s Cabinet, and their assistants;
- Chief of University Police;
- Assistant Vice President for Marketing and Communications.

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

4. OTHER SENDERS

Messages submitted by anyone other than the approved senders listed in Section 3 will go into a queue and Approved Senders will be notified that a message needs their attention. If accepted by an Approved Sender, the message will be released for distribution to the listserv from the original sender.

5. ENFORCEMENT

All NKU employees will adhere to this policy for listserv distribution procedures and approvals. Additional policies and regulations related to the acceptable use of NKU computing resources can be found in the [Acceptable Use](#) policy.

6. POLICY AMENDMENT

Any alteration or amendment to this policy will require Presidential approval.

II. ENTITIES AFFECTED

All University Divisions.

III. REFERENCES AND RELATED MATERIALS

RELATED POLICIES

[Acceptable Use](#)

REVISION HISTORY

REVISION TYPE	MONTH/YEAR APPROVED
Minor edits & formatting (e.g., URL)	February 20, 2024
Minor edits & formatting, including title change to Listservs – Campus-Wide	February 10, 2021
Minor revision, including title change to Listserv	December 1, 2017
New policy – Listserv Usage	June 2014

LISTSERVS – CAMPUS-WIDE

PRESIDENTIAL APPROVAL

PRESIDENT

Signature

A. K. Vaidya

Date 2/10/2021

Ashish K. Vaidya

BOARD OF REGENTS APPROVAL

BOARD OF REGENTS (IF FORWARDED BY PRESIDENT)

- This policy was forwarded to the Board of Regents on the ***Presidential Report (information only)***.

Date of Board of Regents meeting at which this policy was reported: 3/10/2021.

- This policy was forwarded to the Board of Regents as a ***Presidential Recommendation (consent agenda/voting item)***.

The Board of Regents approved this policy on ____/____/_____.
(Attach a copy of Board of Regents meeting minutes showing approval of policy.)

The Board of Regents rejected this policy on ____/____/_____.
(Attach a copy of Board of Regents meeting minutes showing rejection of policy.)

VICE PRESIDENT AND CHIEF STRATEGY OFFICER

Signature

Bonita Brown

Date 3/15/21

Bonita J. Brown