Guidelines [1]

The CU eComm program [2] allows CU employees to communicate electronically with internal and external CU audiences.

This page outlines guidelines for communicating with both audience types. All CU eComm administrators must review and agree to the eComm guidelines before they are granted access to the eComm system.

Request Access [3]

The CU eComm program is designed for CU schools, colleges, units and departments to communicate with its audiences such as alumni, donors, parents, students, faculty and staff. Access includes training, support and resources to help make your communications successful. Given the large number of emails CU audiences already receive, the tool should be used judiciously and under the auspices of a dean, director, vice-president or other high level designee. Guidelines are:

To gain access to the eComm administrative tools:

- Staffing resources must be dedicated to support the use of the tools
- Approval must be granted by a dean, director or supervisor
- External data lists must be provided [4]
- An Access Request Form [5] must be submitted
- Training must be completed
- Policies must be reviewed and agreed-to
- Have skills including, but not limited to, a basic understanding of the Internet, HTML and how to modify images for web

Communications must:

- Be relevant and fulfill an essential and compelling information need.
- Be disseminated only to appropriate CU audiences
- Approved by a dean, director, vice-president or high level designee in your department
- Adhere to university content and branding standards [6]
- Email footer MUST contain basic contact information (address, phone and email) and an

unsubscribe link. And, it must be sent via eComm. See more about CAN-SPAM Act of 2003 [7]NOTE: If your department sends *required* communications to employees and/or students, a different set of standards under CAN-SPAM must be adhered to. Contact Kim at kim.egan@cu.edu [8] to ensure you're compliant.
- Be posted on the CU eComm email scheduling calendar [9] at least two weeks in advance
- Delivered via the university?s eComm system [2]

eComm admins CANNOT pull data from the eComm database to:

- Create external lists or databases for any reason
- Create a mailing list for snail-mail purposes

Examples of acceptable email communications from a CU school, college or department:

- From the CU-Boulder Alumni Association, monthly e-newsletter
- From UCCS Business School announcing an alumni reunion
- From CU Advancement inviting alumni from CU Denver's School of Education to donate to a specific fund

- From Payroll & Benefits Services to systemwide faculty and staff announcing campus health clinics
- From Academic Affairs to systemwide faculty announcing call for award nominations
- From the Office of the President to all systemwide faculty, staff and students announcing significant budget issues

Examples of emails that are not acceptable for dissemination:

- An email to CU employees announcing a birthday celebration for a department director
- An email to all CU students announcing an alumni event hosted by the CU-Boulder Alumni Association.
- An email that is a classified ad (yard sale, house for rent, etc.)
- Any email promoting a product or service
- Any email not directly related to the university
- Any email in support or in opposition to political candidates or ballot initiatives
- Any email on behalf of an organization external to the university

The logistics:

- Request access [5] to eComm
- Schedule an email [9] (emails should be scheduled at least two weeks in advance)
- Check out our tested and brand-compliant email templates [10]
- Reference the CU style guide [11] when writing your content
- Check out resources [12] or submit a ticket in our Help Portal [13]

- Contact your eComm specialist [14]
- Announcements and notices of systemwide interest should be submitted for inclusion in CU Connections [15], the faculty and staff e-newsletter

Attachments:
Video:
Images:
Groups audience:
eComm

Source URL: https://www.cu.edu/ecomm/about/guidelines

Links:
[1] https://www.cu.edu/ecomm/about/guidelines
[2] https://www.cu.edu/node/742
[3] https://www.cu.edu/ecomm/new-users/request-access-form
[4] https://www.cu.edu/node/576
[5] https://www.cu.edu/node/749
[6] https://www.cu.edu/node/28
[7] https://www.cu.edu/node/548
[8] mailto:kim.egan@cu.edu
[9] https://www.cu.edu/node/518
[10] https://www.cu.edu/node/1309
[11] http://www.cu.edu/style
[12] https://www.cu.edu/node/756
[13] https://www.cu.edu/node/766
[14] https://www.cu.edu/node/767
[15] http://connections.cu.edu/