University of Colorado
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APS JUSTIFICATION

Policy Title: Electronic Communications

APS Number: 6002   **APS Functional Area:** **INFORMATION TECHNOLOGIES**

Date Submitted:	February 27, 2018
Proposed Action:	Revision
Brief Description:	Establishes electronic communication as the official means of communication and related parameters for use.
Desired Effective Date:	July 1, 2018
Responsible University Officers:	Vice President of Administration and Vice President for Communications
Responsible Offices:	Vice President of Administration and Vice President for Communications
Policy Contact:	Dan Jones, Office of Information Security, Ken McConnellogue, University Relations.
Last Reviewed/Updated:	July 1, 2014
Applies to:	University-wide

Reason for Policy: Establishes electronic communication as the official means of communication and related parameters for use.

I. REASON FOR PROPOSED ACTION

APS 6002 was originally written to supersede a 1997 policy entitled "Use of Electronic Mail." That policy, created at a time when email was in its infancy, focused primarily on the technical capabilities of the University's email systems. APS 6002 was last updated in July 2014 as CU began its move toward constituent-centered engagement. The proposed updates to APS 6002 (outlined below) reflect the need to match CU's policies with its practices of constituent engagement.

The goals of the proposed changes to APS 6002 include the following:

- To introduce elements of successful electronic communication that are essential to CU communicators, including accessibility, branding, CAN-SPAM, data management, privacy, server loads, and send times
- To broaden the definition of electronic communication to include other forms of electronic outreach and engagement
- To add advancement and constituent engagement to the purposes of use for electronic communication resources
- To specify eComm (Salesforce, Marketing Cloud, and Cvent) as the preferred platform for electronic communication while providing exemption criteria and an exemption process for units across CU
- To expand the scope of responsibility to include the Vice President for Communication

II. STAKEHOLDER ENGAGEMENT IN THE POLICY REVIEW

We propose that the following stakeholders be engaged in the policy review:

- Chief Information Officers
- Chief Advancement Officers
- Chief Communication Officers

III. **LEGAL REVIEW**

    A. Do you think legal review would be required for these proposed changes? No.

        1. If no, please explain.
           We do not believe that a legal review is required, as the purpose of the changes to the policy revolve around implementation of standards and best practices to increase the effectiveness of CU communications while honoring constituent email preferences and federal CAN-SPAM legislation. In practice, CU has already moved toward this model.

        2. If yes, what is your plan to get the legal review?
           N/A

    B. Date legal review completed:

    C. Person completing legal review:

IV. **FISCAL REVIEW:** Are there any financial (human resources, technology, operations, training, etc.) or other resource impacts of implementing this policy (e.g., cost savings, start-up costs, additional time for faculty or staff, new systems, or software)? If yes, please explain:

The financial model supporting eComm currently varies across the campuses. However, each campus has eComm licenses available for interested units.

The eComm team at the CU System office provides substantial training for new eComm users and ongoing training for existing users to ensure that time and resources are being utilized in a fiscally responsible manner. Proposed changes to APS 6002 include reference to a separate policy for eComm users that includes ongoing audits to ensure compliance and appropriate allocation and use of resources.