



Campus Administrative Policy

Policy Title: **Electronic Communications – CU Anschutz**

Policy Number: 3019A

Functional Area: General Administration

Effective: June 2, 2026

Approved by: Kathy Green
Vice Chancellor of Marketing and Communications

Applies to: CU Anschutz

A. Introduction

The objectives of this policy are:

- To facilitate campus electronic communications strategy
- To increase electronic communications effectiveness
- To increase brand compliance and campus reputation
- To reduce IT security vulnerabilities
- To increase legal compliance and reduce institutional risk

B. Definitions

“Electronic communication” refers to any message transmitted on a digital communications channel, including, but not limited to, email (Outlook, eComm), email listserv, email group, instant message service (Teams), intranet (Teams) and SMS texting.

“Mass electronic communication” is any electronic communication that has more than 500 recipients.

“Internal message” refers to any electronic communication that is sent by a CU Anschutz student, employee or affiliate to an audience that is primarily composed of CU Anschutz students, faculty and staff.

“External message” refers to any electronic communication that is sent by a CU Anschutz student, employee or affiliate to an audience that is not primarily composed of CU Anschutz students, faculty and staff, such as alumni, donors or hospital/community partners.

C. Policy Statement

1. Email is an official means of university communications for students, faculty and staff.
2. Each department, school/college, center, or unit is permitted one campus-wide electronic communications per month. This communication requires initial review and approval by the CU Anschutz Office of Communications before the first one is sent out to ensure alignment with campus communications strategy. Any additional campus-wide electronic communications outside of the monthly communication require approval from the Chancellor, Executive Vice Chancellor or Vice Chancellor.
 - a. Electronic communications sent campus-wide should promote the education, research or patient care mission of the university and/or be timely, direct and of broad interest to the general campus audience. Mass electronic communications about student events require the approval of school/college student leadership and/or the CU Anschutz Office of Student Affairs. Campus events should be posted on the campus events calendar wherever possible.
 - b. Electronic communications sent campus-wide may not be used to promote commercial products or services, including items for sale or solicitation of goods or services, without Chancellor, Executive Vice Chancellor or Vice Chancellor approval.

D. Process

1. Per existing System-level policy ([APS 6002: Electronic Communications](#)), eComm is the required tool for sending mass emails to both internal and external audiences. Listservs, email groups & intranets are permitted for mass electronic communications to an internal audience at the school or

departmental level only. However, the following requirements must be met:

- a. No unauthorized third-party tools (e.g. MailChimp, Constant Contact) are permitted for mass electronic communications to either internal or external audiences.
 - b. Electronic communications must comply with CAN-SPAM, digital accessibility and other related laws.
 - c. CAN-SPAM provides legal definition for “transactional” and “commercial” email messages. Students and employees may not opt-out of transactional messages as they are required as a condition of enrollment or employment. Students and employees may opt-out of commercial emails at the unit, department or campus-level. Email preference categories in eComm allow individuals to opt-out of a specific email preference category they choose.
 - d. All university departments, schools/college, centers and units are required to follow [digital accessibility laws](#) to ensure that all digital technology is meaningfully accessible to individuals with disabilities. Failing to do so could result in the offending department, school/college, center or unit being required to pay a fine.
2. Electronic communications sent to internal and external audiences must align with CU Anschutz brand standards. The Office of Communications will provide basic eComm templates to licensed eComm users that are brand compliant.

E. Exemptions

1. University-approved electronic communications must be used unless doing so prevents a unit from carrying out necessary business functions. If you believe an exception is needed, contact the CU Anschutz Office of Communication at ecomm@cuanschutz.edu.

Notes

1. History:
 - March 24, 2023: Adopted/Approved by the CU Anschutz Chancellor
 - June 2, 2026: Revised
2. Cross References/Appendix:
 - CU System [Administrative Policy Statement 6002: Electronic Communications](#)
3. Responsible Office:
 - CU Anschutz Office of Communications