

LISTSERV GUIDELINES

Revised: September 2015 / Approved by PR Commission: 09-17-15

ANNOUNCEment Listserv Guidelines:

Section I: Purpose

- A. The purpose of the ANNOUNCEment Listserv is to inform students of upcoming events and information pertinent to student life.

Section II: Guidelines

- A. The Student Government Public Relations Commission shall moderate the ANNOUNCEment Listserv.
- B. Messages shall be approved and sent after 8 a.m. and before 5:00 p.m. Monday through Thursday excluding official NDSU breaks and holidays.
 - a. Listservs may be sent Sundays, Fridays, and Saturdays in addition; however, these days are at the discretion of the listserv moderators.
- C. All emails are subject to University policies, Code of Conduct, etc. For these policies go to: <https://www.ndsu.edu/policy/>.

Section III: Requirements for sending a message

- A. All messages sent through the ANNOUNCEment Listserv shall contain the following:
 - a. A subject line containing:
 - i. The event name and/or a brief description of the event
 - ii. Name of the hosting organization
 - b. The body of the email must contain event details including:
 - i. A general description of the event.
 - c. Contact information for the organization and/or the event host
 - i. The host's relation to the organization.
 - ii. The date of the event.
 - iii. The time of the event.
 - iv. The location of the event.
 - d. The email may not contain:
 - i. Events or information that are offensive to individuals or groups
 - ii. Events or information regarding lobbying or campaigning for ND ballot measures or constitutional changes (See ND Century Code).
 - e. Attachments
 - i. Note: graphics and photos can be copied and pasted into the body of an email and will be sent providing it does not exceed the maximum MB for sending.
- B. Messages must be received by 11:59pm in order to be sent the following day.
 - a. Note: If a message is sent between the hours of 12:00am and 6:00am, these will likely be sent the same day. However, if this causes the total number of Listserv messages to exceed 15, they will be sent "first-arrived, first sent".
- C. If an event is time sensitive, you may directly email the Executive Commissioner of Public Relations in order to call attention to the event and the urgency of the email. The Commissioner will try to accommodate the request if his or her schedule allows. It is always best to send the initial announcement in further advance and only rely on a reminder email as the event is close. Both will count in the organizations allotted emails per semester.

- a. Each organization will be allowed to send a correction listserv if a previous listserv they sent had incorrect information. Each organization can send one correction each semester.
 - b. To find contact information for the Executive Commissioner of Public Relations or the Assistant Executive Commissioner of Public Relations, go to www.ndsu.edu/sg/pr.
- D. Surveys are allowed to be sent on the ANNOUNCEment Listserv as per the following guidelines:
 - a. All surveys must be generated through Qualtrics (nd.state.co1.qualtrics.com) and sent via a link in an ANNOUNCEment Listserv email as per the quota guidelines listed in Section IV.
 - b. Student Government may send one per week in the form of Tuesday Twos'.
 - c. Student Government may also send those in which the results can provide universal benefit to the campus. These are moderated and decided by the Public Relations Commission in their weekly meetings.
 - d. Tier I organizations may send up to two surveys per semester.
 - e. Tier II and Tier III organizations with a CSO rating of 3 or higher may send one survey per semester; however, this should be with the intent of broad university appeal. Such surveys should be kept to 10 questions or less.
 - f. Surveys for classes are not allowed.
 - g. Surveys for IRB approved research must be sent to the research listserv.
- E. The Student Body President is allowed to send emails directly to the listserv so his or her name appears instead of "ANNOUNCEment Listserv." He or she can send these types of emails whenever they feel it is necessary to gain student's attention about current issues.

Section IV: Message quota

- A. Tier I Organizations may send up to two messages per week
- B. Tier II and Tier III Organizations may send one message per week and shall be limited by their CSO rating.
 - a. CSO rating of 5 – 5 messages per semester
 - b. CSO rating of 4 – 4 messages per semester
 - c. CSO rating of 3 – 3 messages per semester
 - d. CSO rating of 2, 1 or 0 – 1 messages per semester for recruitment purposes only
- C. Temporary Organizations shall be limited to 1 message per semester for recruitment purposes only.
- D. Student Government Senators may send one message per week and two messages per semester with regard to projects that they are working on.
- E. The President of the Student Body shall be able to send one message per week.
- F. University Departments may send up to one message per week and three messages per semester.
- G. Student Government may submit an additional message for the initial advertisement of an open Senate position, Court position, Executive position, and during election time.
- H. Student Government Executives and Student Court may send one message per week.
- I. Administrative Units may send up to one message per month.

Section V: Enrollment

- A. All members of the NDSU Student Body shall be added to the ANNOUNCEment Listserv for the semesters they are enrolled. Enrollment occurs each semester.
- B. To unsubscribe for the semester, a student may send a message to ndsusg.techcomm@gmail.com.