



College of Education and Human Development

Listserv Communications Policy

PURPOSE

Listserv is a technology that enables mass distribution of emails.

AUDIENCE

The COEHD listserv is comprised of faculty and staff. Students are not on the COEHD listserv.

REVIEW AND APPROVAL

No one will have access to send messages to the listserv unless authorized. The COEHD Communications team will approve or decline messages following review.

To initiate the review process of your message, send it to COEHD@lists.it.utsa.edu, from there COEHD Communications will be notified of the email being held for approval or denial.

Following review, messages will be approved or denied within 48 hours if received Monday through Friday. Requests to send messages Friday evening through Sunday evening will be approved or denied on Monday.

COEHD Communications will be using the guidelines below to determine if your message is approved or denied. If your message is approved, it will be sent. If your message is denied, COEHD Communications will contact you to explain any concerns, suggest edits, or recommend alternate delivery methods.

MESSAGE CONTENT GUIDELINES

- Emails must be related to college-related matters such as operational updates, important announcements, or campus events.
- Personal messages and external promotions *are not* permitted.
- A draft of your message is required in your request. COEHD Communications will not create a message for you.
- We will not accept forwarded messages.
- The subject line must clearly identify the content of your email.
- Messages about events need to include the name, date and time, and location.
- Make sure the content is clear, concise, and directly relevant to the intended recipients.
- Try to keep messaging and images on brand with university guidelines, (e.g., colors and logos).

Digital and Web Accessibility

- When composing your message, please be considerate of those who are visually impaired or may struggle to read small text or text with excessive contrasts, such as highlighting and avoiding red/green for those who are color blind.
- Do not use images as the sole content to your message. If you include an image with important event details, please provide a caption in plain text that repeats those details elsewhere in your message.
- The links below provide resources for creating accessible digital and web content:
 - Digital: <https://www.utsa.edu/ada/digital-accessibility.html>
 - Web: <https://www.utsa.edu/ada/web-accessibility.html>

REPLY ALL

Please do not use the “Reply All” function when responding to listserv emails. This prevents unnecessary email traffic and ensures that responses reach only the relevant individuals.