BEST PRACTICES MEMORANDUM: **Office of the Dean Managed LISTSERVs**

**Purpose:** The Mailman system (listserv) is an automated mailing-list management system that allows people within an organization to send email to target audiences.

The Office of the Dean managed listservs are a highly efficient way to disseminate official* (see general operating principles) School communications to all active SPH staff, faculty and students (recipients cannot opt-out of these listservs). The following are the managed listservs:

- Faculty (*sphallfaculty*; or *sphfaculty* which contains only full or regular plus research faculty);
- Staff (*sphstaff*);
- Student groups (*sphstudents* – composed of two sublists: *sphgradstudents* and *sphugradstudents*).

The above listservs are **totally separate** from any Convio lists or any listservs created by individual sections of the Office of the Dean, programs, or departments of the School of Public Health.

**General Operating Principles**

Generally, messages should be:

- University business-related updates that impact the School of Public Health
- School-wide special events and lectures held at the School of Public Health
- School-wide events and lectures sponsored by the School of Public Health
- Announcements from School organizations that are relevant to the wider School community
- Announcements from School facility managers, including emergency notifications

Since these managed listservs are meant primarily to facilitate communication by the Dean with the SPH community, they are moderated, meaning messages using the managed listservs are held for owner or moderator approval before being released. **This means that individuals sending directly to the listservs will have their messages held for approval.**

The Executive Assistant to the Dean serves as the moderator and is the primary manager for the above Office of the Dean managed listservs. In addition to the role of moderator, often in consultation with the SPH Director of Communications, the Executive Assistant will determine the release, timing of release, and appropriateness of messages that use the above listservs. The goal is to prevent email overload on any given day to listserv members and to keep in mind requests from the SPH community to protect them from unwanted solicitations.

The Mailman system automatically holds messages and alerts moderators/administrators when messages are being held and are awaiting moderator/administrator action. This “Moderated” function is appropriate for our Office of the Dean managed listservs, which are meant for specific, limited communications from the Dean on behalf of the School. Recipients (all active SPH staff, faculty and students) cannot opt out of these lists since they are meant for essential messages only, so great care is taken in using them.

The Office of the Dean managed listservs are moderated throughout the day, on weekends and on holidays by the Executive Assistant to the Dean to help ensure that messages are relevant, appropriate and timely. All email messages using the listservs must come from an active University email account holder. **Anonymous postings are prohibited for all listservs.** Care is taken to ensure that multiple messages...
are not blasted on a given day to avoid email overload; that messages are consistent with the SPH brand and messaging, and that message content meets general operating principles. In the event a message requires further review because of content and/or release timing, the sender will be notified as soon as possible. Every effort to update the sender, and to keep the hold to a minimum, will be made.

Management of Office of the Dean Listservs
The Executive Assistant to the Dean, often in consultation with the SPH Director of Communications, serves as the clearinghouse for releasing all messages via the Office of the Dean managed listservs. The following also have access to the listservs, however triaging and releasing of messages is a primary function of the Executive Assistant to the Dean.

Dean
Executive Assistant to Dean
SPH IT Support
Manager, SPH Academic Affairs
Director, SPH Student Affairs

All SPH Office of the Dean Managed Listservs
All SPH Office of the Dean Managed Listservs
All SPH Office of the Dean Managed Listservs
SPH Faculty Listserv
SPH Student Listservs

Standard Protocol
The Executive Assistant to the Dean is responsible for reviewing/releasing all messages to the Office of the Dean managed listservs. In the event the Executive Assistant is out of office (i.e., vacation), SPH IT in consultation with the SPH Director of Communications will review/release messages following the above guiding principles.

If messages to the listservs are held because of issues of timing or content, status will be communicated directly to the message sender. Every effort will be made to keep hold times and hold issues to a minimum.

Replies to any message sent via one of the Office of the Dean managed Listservs are automatically routed to sphd@uw.edu (the official school-wide and Office of the Dean email).

In an effort to ease the email traffic/burden of intended recipients, discretion will be used in sending multiple emails on a given day or during a given week. Some decisions will be made in consultation with the SPH Director of Communications, and other appropriate stakeholders, if needed.

The SPH Office of the Dean adheres to the established University of Washington email policies (University of Washington employees may not use University facilities, phones and computer systems, such as email and the internet, to support or oppose any ballot proposition or to assist or oppose any candidate for election. Read the University policy and Washington State Executive Ethics Board website for details.).

Key Contacts

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<tr>
<th>Subject</th>
<th>Contact</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Internal/External Communications</td>
<td>Catherine Shen</td>
<td><a href="mailto:cshen489@uw.edu">cshen489@uw.edu</a></td>
<td>206-616-8061</td>
</tr>
<tr>
<td>Primary Listserv Administrator</td>
<td>JeShawna Schmidt</td>
<td><a href="mailto:jacs1007@uw.edu">jacs1007@uw.edu</a></td>
<td>206-685-6643</td>
</tr>
<tr>
<td>Moderator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary Listserv Administrator</td>
<td>David Grayston</td>
<td><a href="mailto:davidtg@uw.edu">davidtg@uw.edu</a></td>
<td>206-685-0977</td>
</tr>
<tr>
<td>Moderator</td>
<td>Sean O'Hogan</td>
<td><a href="mailto:seanpo@uw.edu">seanpo@uw.edu</a></td>
<td>206-616-2725</td>
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Revision History and Review Schedule

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