

Guidelines for Communicating with Parents and Families

New Student and Family Programs (NSFP) and Student Affairs Communication have developed a robust communication strategy to ensure a thoughtful and streamlined approach for communicating with CU parents and families.

Our campus partners play a critical role in this process. For this reason, we've developed a process for requesting communications to ensure all information shared is relevant, timely and specialized to the target audience.

Department Communication Liaison(s):

- Each unit or department will designate 1-2 staff members to serve as communication liaisons.
- Communication liaisons will be the primary contacts for Student Affairs Communication
- Liaisons are responsible for submitting and approving communication requests on behalf of the department.
- It is the responsibility of the individual department to update Student Affairs Communication at SAComm@colorado.edu if there is a change in the designated communication liaison(s).

Communication Requests:

- Communication requests and content must be submitted at least 4 weeks in advance of a target send date through the Campus Partners page: www.colorado.edu/orientation/campuspartners.
- Requests will be reviewed within 3 business days.
- Once reviewed, a status update will be provided via email from SAComm@colorado.edu.
- Any edits, timeline changes, recommendations and final drafts will be provided for approval to the designated communication liaison for the department.

Department Communication Plans:

We are happy to meet with the designated communication liaison(s) to create an individualized communication plan for the department based on departmental goals and key messages that align with the overall New Student & Family Programs Email Plan. To set up a meeting, please email SAComm@colorado.edu.

Important Things to Note:

1. Mailing lists:
 - Our family mailing lists does not include all families as it is primarily an opt-in process. Mailing lists will not be shared.
 - Print mailing lists will not be shared. Campus partners interested in sending print communication should submit a request through the webform and we will follow-up with you for more information.
2. Single-subject emails:
 - During the new student onboarding process, single-subject emails may be sent to niche populations or to all incoming families if there is a critical business need (i.e., required action needed, FERPA, tuition, etc.).
 - Outside of the new student onboarding process, single-subject emails can only be requested for key university events in targeted geographic locations. Campus partners can submit information for the Buff Family newsletter which goes out twice per month during the academic year.
3. New Student and Family Programs and Student Affairs Communication reserves the right to edit content, adjust delivery timeline and decline communication requests based on the overall communication strategy the best interest of our audiences. Any changes made will be communicated prior to distribution.

For more information, visit www.colorado.edu/welcome/campuspartners.