



Listserv Use Policy

VirginiaCAN will use its email distribution list to share materials, updates, and announcements that are in alignment with VirginiaCAN's Mission Statement. This will help build support internally for the wider goals of the network. For smooth operation of the Listserv, the Board will appoint a Listserv Coordinator, who must be a Board member.

All requests for posting should originate or come through a Board member. For any Board member who has identified a need to post an item on the VirginiaCAN Listserv, he or she will need to send the item to the designated Listserv Coordinator.

Before sending the item to the Listserv Coordinator for posting, the Board member should review the following questions to determine whether the item is appropriate for the VirginiaCAN Listserv:

- Is it informative to a majority of the recipients?
- Is it time-sensitive?
- Does it relate to the mission?
- How often will this need to be shared?
- Is the item free of political persuasion and commercial sales pitches?

The request for posting should meet the following requirements:

- The request should be clear exactly when the e-mail should be sent (immediately, a specific date, etc.),
- All requests should be ready to publish (final formatting completed and proofread),
- If a particular subject line is preferred, it should be specified in the posting request,
- Listserv announcements should not include attachments unless absolutely necessary, and
- As many email programs block images from downloading - emails should not rely solely on an image to convey information.

The Listserv Coordinator will review a suggested post in light of the content and formatting guidance above. If the Coordinator determines the posting is appropriate, he or she should post the item in a timely manner. If the Coordinator does not consider the suggested posting appropriate, the Coordinator should confer with the Board President so that a final determination can be made.

Should the Listserv Coordinator find need of more specific procedures or content guidance, he or she may suggest enhancements to this policy for the Board approval.



Mission: *to support and enhance post-secondary education access and attainment for residents of the Commonwealth of Virginia. To accomplish this mission, VirginiaCAN will support access programs and foster new initiatives; develop information and financial resources for students and families; and promote the benefits of greater access to postsecondary education.*