

Use of Member Listserv and Newsletter to Publicize Events and Activities

Background: Both the member listserv and the newsletter are designed to serve the interests of UMRA and its members. In a desire to assure that members receive information of interest without being inundated by a counterproductively excessive flow of communication, the Board has established the following policies to govern use of the both vehicles:

- When feasible, the newsletter should be the primary vehicle for publicizing events and activities to the membership. The listserv may be used when timing precludes publicity through the newsletter or when an activity is new or otherwise deserving of an extra boost.
- Events/activities eligible for either vehicle may be UMRA-wide or sponsored by an UMRA special interest group (club, etc.).
- UMRA will publicize an external event when an UMRA activity is attached to it. (Examples include a Campus Club event at which UMRA members have been assigned their own table, or a public lecture or forum to which UMRA has attached a follow-up discussion for its members.)
- On a limited basis, the newsletter or listserv may publicize events/activities sponsored by a campus unit or external organization with which UMRA has a partnership (e.g., newsletter or discount sponsors).
- These policies do not preclude establishment of links from the UMRA website to sites (whether U of M or external) that offer useful resources for retirees.
- The UMRA Executive Committee may authorize exceptions to these guidelines when circumstances so warrant and will report its decisions to the Board. Such circumstances most often are likely to involve non-UMRA events that the committee deems to be of significant interest/value and that are not generally publicized elsewhere.

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