

CARDOZO LAW

Newsletter Policy Spring 2021 Semester

The purpose of this policy is to ensure that Cardozo School of Law's newsletters are consistent with the school's identity standards, reflect Cardozo's official brand and messaging and comply with the [CAN-SPAM Act](#), a law that establishes the rules for commercial email.

The Office of Communications and Public Affairs oversees the presentation, messaging and scheduling of all newsletters.

Approval

Anyone who wishes to disseminate a newsletter needs to request approval from the Communications department. Each newsletter needs to have a responsible point person, preferably a faculty member. Newsletters can be perceived to represent the university and must be treated responsibly.

Official Positions of the Law School

Prior to publication, anything in a newsletter that could be deemed an official position of the law school must be highlighted and brought to the attention of Communications who will consult when necessary with the Dean's Office. It is the responsibility of the newsletter manager to flag any such content.

Branding and Style

Newsletters are one of the key tools that Cardozo uses to present itself to the public. To present a consistent, professional image, it is crucial that all Cardozo newsletters clearly establish their relationship with the school. No law school or university trademarks may be altered or manipulated in any way or merged with or placed directly against any other logo. Newsletters produced by the Office of Communications adhere to the same style and identity guidelines as Cardozo's website and [Cardozo editorial style](#).

Scheduling

Inbox flooding, managing workflow and reducing unsubscribes require attention; therefore, the Communications department is responsible for scheduling newsletters. The Communications department needs at least one week for review and formatting and will schedule publications depending on other priorities. The requester is responsible for providing an Excel spreadsheet of recipients formatted into properly to the HubSpot template.

Thank you very much and we look forward to working together in the semester ahead.

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