

## REVISED EMAIL POLICY

Committee: Duttlinger, Gallagher, Hite, Lawrence, McElweenie, Pappas, Shook, Woods

### CONCLUSIONS OF COMMITTEE

August 2006

- Email blasts to general GCS membership list should be kept to an absolute minimum.
- Delegation of approval authority for email blasts from BOD to one or more individuals is necessary.
- Programs Chair, Communications Chair, and Vice Chair/Chair are logical candidates.
- Email blasts should not be used for regularly scheduled study group meetings/luncheons regardless of preregistration statistics – exceptions might include low registrations for prominent/out-of-town speakers (distinguished lecturers for example) or when erroneous information was placed in Newsletter through no fault of study group/event committee.
- Liaisons need to play strong role in communicating publicity/advertising tools already available through Website, encouraging their use, and encouraging the building and maintenance of their own individual lists. Liaison should be aware of upcoming events ahead of newsletter, etc. deadlines and remind committees/officers to advertise early, often, and accurately through normal channels. Missed deadlines will not be an excuse for email blasts.
- Due to complexity and sensitivity of system, functionality of website server/software for enewsletters/emails should not be made available to users and should continue to go through Schipul/Webmaster.

### PROPOSED MOTION

***Delegate authority to approve section-wide email blasts to the following group (approval committee): Programs Chair, Communications Chair, and Vice Chair.***

***General Guidelines will be:***

***Email Blast requests must be directed to liaison, then from liaison to approval committee. If liaison is not available, request can be made directly to a member of the approval committee.***

***Email Blast requests for regularly scheduled Study Group Meetings/Luncheons may be approved only for: 1) an unusually low preregistration count (relative to historical trends) for a meeting with a prominent / out-of-town speaker such as an SPE Distinguished Lecturer or officer; or 2) erroneous information was published in the Newsletter through no fault of the study group/event committee.***

***Email Blast requests for large and special events may be approved only for: 1) erroneous information was published in Newsletter; or 2) unusually low preregistration counts (relative to historical trends) when low attendance could result in significant financial loss.***

***These guidelines are general in nature and the approval committee will have authority to evaluate each request on its own merit and circumstances.***