



SUBJECT: Email Distribution Procedure

ADOPTED by/date: Executive Board – January 16, 2019

Revision: Executive Board – August 21, 2019

REFERENCE:

In June 2014 the College obtained the services of a third-party Canadian company (since taken over in late 2016 by another Canadian company [<http://Campaigner.com>]) to handle external email recipients to comply with Canadian Anti-Spam Legislation (<http://fightspam.gc.ca>). This service replaced the Retiree list that existed through the college email system. Approximately 305 retirees were brought into the new system at that time. (Current active membership for 2018 stands at just over 370.) Five college departments (including the Retirees) are assigned to the service.

PURPOSE

The purpose of this procedure is to provide the guidelines for the distribution of emails to our constituent groups.

POLICY: See “Communications Policy”

- a. **The St. Clair College Retirees’ Association will neither promote nor distribute information of a commercial, political, religious or not-for-profit nature without the formal approval of the Association Executive.**
- b. **The St. Clair College Retirees’ Association will be sensitive to the volume of communication to which it subjects its members, and, whenever possible, will, out of respect to its members, devise ways to minimize the number of its email broadcasts.**

PROCEDURES:

1. Acceptable Sources

Material for broadcast comes from college sources (for example, college administration, Chrysler Theatre, Eatery101, etc.), the Retiree Association itself (Scambusters, trips, activities, news), and the occasional external source.

2. Authorization for Sending a Broadcast

The decision to broadcast is currently made by the Communications Coordinator, (President or President’s designate) who will forward the approved communication directly to the Systems Operator for distribution. Messages such as the Internet Scambusters, if content is appropriate to the Retiree Group, are currently handled by the System Operator directly. Requests to send out a message may also be sent to Retirees@stclaircollege.ca , RetireeAssociation@stclaircollege.ca, the System Operator or any of the Executive, but the final decision rests with the Communications Coordinator, President or President’s designate.

3. Submission of material for a broadcast

The following information should be supplied by the message author:

- a. Subject Line (Concise and Informative)
- b. Body of the message.

The final message for broadcast should ideally address most if not all of the following questions:

- **What** will happen?
- **Who** is involved?
- **Where** will it take place?
- **When** will it take place? Date AND Time.
- **Why** will that happen?
- **How** will it happen?

c. For Example: A Word document that is too complex may be converted to an Adobe PDF attachment but there must be a description in the message body.

d. Contact/reply name, email and/or phone.

At times, the System Operator may be required to alter the format. Submitted text which still leaves questions unanswered may be returned to the author for clarification. Third-party messages will be distributed as received.

4. Broadcasting and Re-Broadcasting

a. Broadcasts

Broadcasts for which there is ample notice will be distributed one month before an event. Ideally broadcasts will be distributed at least two weeks in advance.

Failing adequate notice, broadcasts will be distributed one or two days before an event. Same day notices will be used very sparingly.

b. Rebroadcasts

Rebroadcasts will be used to remind members of upcoming events. After an initial broadcast, a rebroadcast will be sent to all of the original recipients. Should a second rebroadcast be contemplated, it may be sent just to the members who opened either the first or second broadcast.

The Communications Coordinator, president, President's designate and System Operator will be sensitive to the fact that multiple broadcasts may be perceived as an annoyance to the recipient.

c. Segments

The broadcast program allows creating a temporary group (called a segment) based on such criteria as who opened the message and who didn't as well as those recipients who may have experienced bouncing. We can also add new people who joined up after the original message was sent out so that they don't miss out.

The decision to use segmentation is typically decided by the Communications Coordinator, President or President's designate. Its use is shown in the monthly broadcast reports sent to the Communications Coordinator, President or President's designate.

d. Scheduling Broadcasts/Rebroadcasts

Here are some suggestions for sending messages out:

One month before an event (or any stated deadline for that event).

Two weeks before an event (or any stated deadline for that event).

One or two days before an event.

Same day announcements are frowned upon as they give too little time for action by either the System Operator or the list recipients.

For broadcasting cycles, the following is suggested for internal broadcasts (that is, SCCRA-generated):

First Broadcast – to all requested recipients

Second Broadcast – to all requested recipients

Third Broadcast – to a defined SEGMENT of those who opened the previous message plus anyone who joined the list after the initial transmission.

ACCOUNTABILITY:

The Communications Coordinator, President or President's designate.

POLICY CATEGORY & NUMBER: 19-co-01

DISTRIBUTION:

Executive Board, System Operator