

## **Policy name: Membership Emails**

**Number: 2008-04-A**

**Date of Policy:** April 28th, 2008

### **A. Policy Statement:**

This policy has been generated to provide an understanding of and give direction to the generation and delivery of Chapter wide Email broadcasts and newsletters, such that:

1. There is more clarity in areas where questions have arisen
2. There is a more consistent approach to the process from year to year

### **B. Expectations: (as a result of applying the policy)**

There will be a more consistent approach to the content, delivery and timing of Email communication with the members and issues arising throughout these processes can be resolved in a consistent manner.

### **C. Comment or clarification: (of the policy or expectations, if any, especially in any special cases that may be envisaged)**

The BoD exists to serve the Chapter and its Members and as such we must communicate with them. This communication consists of two types:

1. mandatory (required by law – Bylaw, Society Act etc)
2. voluntary

Due to the ever increasing size of our membership the preferred method of communication is now electronic in the form of Email and the Chapter Web Site. The Chapter Web Site, alone, however does not meet the requirements for mandatory communication.

It is our duty to communicate mandatory requirements to the members. It is our responsibility to communicate, appropriately, on all matters taking into consideration such things as:

1. A member's right to privacy
2. The volume of communications and
3. Content of communication and its value or relevancy to members.

This policy is not meant to restrict or reduce member rights in any fashion but rather take into consideration their need for privacy, remove the delivery of unnecessary information and increase the value of email communications.

### **D. Procedures: (i.e. the sequence of steps to give effect to the policy, if applicable)**

QUANTITY - Chapter wide emails will be restricted to a maximum of 1 per week.

TIMING - A Chapter wide email is required after the monthly BoD meeting, that includes all mandatory communications.

CONTENT - Mandatory communication may contain but is not limited to the following.

3.3.1 Notice of all general meetings, including the place date and time, shall be provided to the membership not less than 30 business days in advance of the meeting.

3.3.2 Agenda for the Annual General Meetings and all associated documentation shall be provided to the membership not less than 20 business days in advance of the meeting.

3.6.1 Minutes of meetings shall be recorded and made available to the membership within 5 business days.

4.9.A3 Appoint Nominating Committee members by September 15 of each year.

4.9.A7 Where the Board makes appointments to fill Board vacancies between Annual Business Meetings, the President shall bring this to the attention of the membership before the Board ratifies the applicable appointments.

6.2.1 Notice of proposed policy shall be provided to the membership within 3 business days of acceptance by the Board of a resolution to accept a new or revised policy or procedure.

Chapter email may also contain approved information that adds value to the membership, such as:

1. Employment opportunities
2. Educational and professional events
3. Approved PM related articles.
4. Approved Community Service related information.
5. Paid advertising

Chapter emails should be sensitive to the limited time of our members and their adversity to Spam. Some information maybe better delivered via more appropriate methods.

#### FORMAT

The format of Chapter emails should be:

1. Clearly marked with a Chapter logo or banner.
2. Consistent in format.
3. Mandatory info first.
4. Contain no personal information.
5. Be concise and have a linked index on the first page.

**E. Definitions:** (of terms used in the policy, if needed, e.g. "member" means a currently paid-up registered member of the chapter, etc.)

None.

**F. Primary Responsibility:** (for the conduct of the policy, e.g. VP-XYZ)

The VP of Publicity is responsible for the generation of the Email.

The BoD should be provided the opportunity to review content prior to its distribution and the VP of Communications is responsible for delivery of the Email to the appropriate individuals (members and adherents).

**G. Coordination Issues:** (to be considered, if any, e.g. communications advice)

Timing is critical in order to meet Bylaw requirements and the BoD must ensure all mandatory communications are provided to the VP Communications in a timely fashion.

**H. Attachments:** (flow charts, diagrams etc. if they help)

None applicable.

**I. Policy approval authority:**

The Board of Directors, after review and comment by the membership.