

6.02 Mass E-mail Communication Procedure

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Procedure Title:	Mass E-mail Communication Procedure
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Appendices:	A. "What's Up" Submission Example B. "What's Up" Weekly E-mail Sample
Forms:	None
Statutory References:	None
Ordinance References:	None
Department Responsible for Updates:	IMSD
Date for scheduled procedure review:	01/01/2017

1. OBJECTIVE

To establish County procedures regarding Mass E-mail Communication.

2. DEFINITIONS

- A. Business Critical E-mail. A Mass E-mail message which contains County related cross-functional, multi-departmental business, or which is otherwise critical, such as:
- Announcements from County Administration (Leadership Memos, Budgetary, Health Benefits, etc.);
 - Announcements from the Office of Emergency Management (OEM) which may include: notices on interrupted services or operations, alerts on public health/safety, cautions or warnings, or direction for immediate employee action;¹
 - Announcements of disruptions or changes in services (Power, Network, or System Outages, etc.);
 - Announcements of official County-wide administrative procedures, policies or changes in existing procedures and policies; and
 - Other items as deemed appropriate by County Administration.
- B. Department/Division Internal E-mail. An e-mail message sent to a large distribution of recipients within a single Department or Division of Milwaukee County with the sole intent of relaying information of credible interest to a majority of the members of that Department or Division.
- C. Critical Correspondence. Any Mass E-mail containing information of immediate and vital importance to a majority of recipients, such as announcements of emergencies, changes in County policies, or disruptions of County Services.
- D. Cut-Line. A component of informal communications. Cut-lines use one or two sentences to describe the content of a proposed Mass E-mail communication.
- E. Headline. A component of informal communications. Headlines name the event or issue advertised by the proposed Mass E-mail communication.

¹ OEM operates and maintains a separate mass notification system for alerts via email, text, and voice; authorities are outlined in the Courthouse Complex Emergency Action Plan (EAP) available through OEM, (414) 278-4709.

- F. Help Desk/Service Desk. A central location through which the County IT Department tracks user requests for IT services. Requests for services can be made via e-mail at imsdhelp@milwaukeecountywi.gov or by phone at 414-278-7888. The Service Desk provides services 24 hours a day, 365 days a year.
- G. Informal E-mail. A Mass E-mail message which contains County Related Activities, information, or other less-formal County-wide communication. This type of communication will be distributed weekly through “What’s Up” and consists of:
 - Announcements of County-wide team building, promotional, or fundraising events (ex: annual County Kickball Tournament, County Sponsored Walk/Run, Holiday Tree Lighting, etc.);
 - Announcement of Department-sponsored events (ex: Zoo a la Carte, Fall Golf Specials, etc.); or
 - Announcement of Department or County fundraising efforts (ex: St. Ann’s Jewelry Sale, Baked Potato Sale for Combined Giving, etc.).
- H. Mass E-mail. A Mass E-mail or E-mail Blast is any e-mail message sent to a large distribution of recipients (multi-departmental and/or County-wide), with the sole intent of communicating to employees, contractors, and/or County business partners important information regarding County-related business; any e-mail message of credible interest to a majority of County e-mail recipients.
- I. Time-Sensitive Correspondence. Any Mass E-mail containing information which is of credible interest to a majority of recipients and which relates to an event, concern or issue that will become obsolete if not communicated in an immediate, timely manner. Informal Mass E-mails can be time-sensitive correspondence on a case-by-case basis, if they relate to events occurring prior to the release of the next scheduled “What’s Up E-mail”.
- J. What’s Up E-mail. The “What’s Up E-mail” consists of all Informal Communication submissions approved by IMSD for circulation in a given week. Any Informal Communication which an individual, Department, or Division wishes to be distributed on a particular week must be submitted to IMSD for approval that week by no later than Thursday at noon. All approved submissions will be distributed that Friday in the “What’s Up E-mail”.

3. PROCEDURE

- A. Business Critical E-mail Procedure.
 Select individuals shall have discretionary authority to send Business Critical Mass E-mails in accordance with this procedure. Departments/Divisions that do not have discretionary authority to send Critical Mass E-mails shall adhere to the following procedure:
 - i. Step 1. The critical or time-sensitive Mass E-mail message should be sent to IMSD via the Service Desk.
 - ii. Step 2. IMSD will review the Mass E-mail to determine if it meets the criteria for Critical or Time-sensitive Correspondence.
 - iii. Step 3. Mass E-mails which meet the Critical or Time-sensitive Correspondence criteria will be approved and distributed as required.

- B. Informal Mass E-mails. Informal Mass E-mail concerns shall be resolved by the following procedure:
- i. Step 1. The Informal Mass E-mail shall be reviewed for content, grammar, and punctuation. It must be approved by the Department head of the Department from which the message will originate, or their designee, prior to submission to IMSD.
 - ii. Step 2. Each submission shall include the following components:
 1. A subject line which reads, "What's-Up Submission";
 2. The topic "Headline";
 3. The "Cut Line" or content of the message;
 4. Flyers, related documents/attachments must be in PDF format
 5. Date of Event (note: Submissions that are not date specific will run for a maximum of two weeks)
 - iii. Step 3. The Informal Mass E-mail shall be submitted to IMSD via the Service Desk by no later than **noon on Thursday** of the week in which it will be distributed.
 - iv. Step 4. IMSD will condense submissions which include all the required information as defined above, and which have been received that week by no later than Thursday at noon, into one Mass E-mail correspondence to be distributed each week on Fridays.
- C. Department/Division Internal E-mails. Any Department/Division Internal E-mail concerns shall be resolved by the following procedure:
- i. Step 1. County Departments and Divisions retain the discretion, within their own administrative domains ONLY, to approve and distribute Department- or Division-wide e-mail communications to their staff.
 - ii. Step 2. Department or Division announcements, newsletter-type content, governance or business issues may be distributed by e-mail within that Department or Division without going through the approval process with IMSD.
 - iii. Step 3. Any Department or Division which does not have the capability to send Department- or Division-wide e-mail communications should contact the Service Desk for assistance.

6.02 Appendix 1:

“What’s Up” Submission Sample

Example: the HR Department wants to promote that they are selling candy bars to raise money for the Combined Giving. Their e-mail submission to the Service Desk would look like this:

Subject line: “What’s Up” Submission

Headline: Candy Bars for Charity!

Cut-line:

The HR Department is selling candy bars to raise money for the Combined Giving Campaign. Each candy bar is \$1 and there are a lot of different brands to choose from. The candy bars will be for sale in room 203 from November 1 – November 7th. Come by during normal business hours and please bring cash, no check or credit cards accepted.

Attachment: (.pdf document, as applicable)

6.02 Appendix 2:

“What’s Up” E-mail Sample

WHAT'S UP *in Milwaukee County*

New this Week:

Maintain No Gain – Holiday Weight Management Challenge

Maintain, No Gain is a six week healthy living challenge to encourage you to eat well and stay active throughout this holiday season. It can also help you get ready for the annual health assessments scheduled to start in January 2016. Do you need help reaching your goals before the assessments? Then this challenge could be a huge benefit to you! Challenge details:

- Goal: either lose weight or maintain within two pounds from the start of the challenge to the finish.
- Start date: Monday November 23rd
- End date: Sunday January 3rd
- Spouses/partners are eligible to participate! The employee is responsible for registering them.
- Everyone is eligible for a prize as long as you report by January 13th whether you maintained or not.
- The challenge is on the honor system. There are no mandatory weigh ins.
- If you lose weight you will earn an extra entry into the prize drawing.
- There will be other ways throughout the challenge to earn extra entries into prize drawing.
- During the challenge you will receive regular emails to keep you motivated, a worksheet to track your exercise and nutrition, and other resources.

Register here at <https://www.surveymonkey.com/r/maintainnogain2015>. Registration ends Monday November 23rd. Contact Claire Schuenke, wellness coordinator, via 278-7938 or [email](#) with any questions.

National Diabetes Month

November is considered National Diabetes Month to help raise awareness about the disease. More than 29 million people in the United States have diabetes, but 1 in 4 people don't know. Another 86 million are at risk for developing the disease. Individuals with diabetes can live healthy, fulfilling lives by proactively taking care of themselves. For more information on living well with diabetes check out www.diabetes.org. Risk factors for developing diabetes include being overweight or obese, over 45 years in age, being inactive, having a parent or sibling with type 2 diabetes, and ever having gestational diabetes or giving birth to a baby over 9 pounds. Take a quick screening test [here](#). If you have questions or concerns regarding diabetes don't forget that all employees have access to health coaching through

the wellness program. Call Workforce Health at 414-777-3446 to speak with health coach to help you better manage or prevent diabetes.

Previous Weeks:

November's Yoga for a Cause

Yoga for a Cause is a Milwaukee County employee wellness initiative. Each month a local yoga studio will sponsor one of their teachers to provide free classes for employees (state employees and contractors welcome) with a suggested donation towards the month's chosen charity. All levels of fitness are welcome. Registration not required! Visit [here](#) for more info.

- Cost: FREE! However, donations (cash or in-kind) are graciously accepted. Suggested donation is \$10. All donations will go to the [Diversity Committee's Thanksgiving Basket Drive](#).
- When: Every Thursday in November from 12pm to 1pm (except Thanksgiving on Nov.26th)
- Where: Sheriff's Gym, Safety Building
- Studio and instructor: Shayne Broadwell, E-RYT 200 of [Core Essence Yoga](#)
- Questions? Contact Claire Schuenke, wellness coordinator, via 278-7938 or [email](#)

Handy-News & Notes November 2015

HIGHLIGHTS INCLUDE: County Board Public Hearing - 2016 Budget, Holiday Folk Fair - FREE Tickets, Bucks TicketPASS & OPD, Veterans Day Appreciation, Holiday Lights Festival, Employment Stats, Milw County on Twitter, FREE Days – Museums and Domes, Social Security Updates, ADA Guidelines & Standards on Your Smartphone, Discount Tickets to Wicked, LilyWorks Catering, Text Alerts - Recreation News/Opportunities, And Much, Much More <http://county.milwaukee.gov/ImageLibrary/User/tochnikowski/HNN/15NovIssuesAds.pdf>

Thanksgiving Basket Drive

Join the Milwaukee County Diversity Committee Thanksgiving Basket Drive by helping to feed low-income families throughout Milwaukee County. The drive will take place now through Friday November 20, 2015. Please see this link for more information and details, including donation drop sites:

<http://county.milwaukee.gov/ImageLibrary/Public/Countywide/ThanksgivingBaskets2015.pdf>

Milwaukee Bucks TicketPASS & OPD! Tickets for 2015/2016 NOW AVAILABLE!

The Office for Persons with Disabilities (OPD) has joined the Milwaukee Bucks TicketPASS program! TicketPASS allows employees, friends and family of OPD to purchase single game Bucks tickets at exclusive Friends & Family prices using a unique link and promo code. To access our TicketPASS page, please visit <http://BUCKS.COM/TICKETPASS> and enter promo code MCOPD. To access the flyer showing the games available this month click on the link below.

<http://county.milwaukee.gov/ImageLibrary/User/tochnikowski/Images/Rec-Room/BucksTPOfferMCOPD.pdf>

Free Training!

On Thursday, November 19th, you can participate in a 30-minute BrainStorm Inc. QuickCast

entitled "Control the Whirlwind. Master Your Inbox." To register for this free webinar, click here: <https://www.quickhelp.com/milwcnty/#/events>. Please note that event times default to New York time (EDT), but when you register, an appointment in central time will be added to your OWA calendar. You can also access a full library of Microsoft Office training videos on the Milwaukee County QuickHelp portal using this link: <https://www.quickhelp.com/milwcnty>.

EnergyCAP Training

The Office of Sustainability wants your department to be trained on EnergyCAP, the new energy management system for County-owned facilities. EnergyCAP allows departments to audit monthly energy bills, benchmark and report energy performance, track the impact of energy efficiency projects, and more! A free, online training session will be held on Thursday, November 12th, from 12:00 PM – 1:00 PM. To sign-up for the training (after you supervisor approves), email Gordie Bennett at sustainability@milwaukeecountywi.gov before 12:00 PM on Tuesday, November 10th.

Total Health Newsletter

Risk Management is proud to partner with Wellness to give Milwaukee County employee's the Total Health Newsletter. The partnership promotes the bond between Health Protection (Safety) and Health Promotion (Wellness) to create a culture of total worker health. The Total Health Newsletter will be produced on a quarterly basis, provide safety and wellness information, and offer Milwaukee County employees an incentive for reading! The newsletter can be found on the Milwaukee County Risk Management web page: <http://county.milwaukee.gov/Risk/Total-Health-Newsletter.htm>

Report an Accessibility Issue

The Office for Persons with Disabilities (OPD) has created an on-line form where you can submit a report of an accessibility issue within Milwaukee County government (buildings, grounds, employment, etc.). You can submit a report by going to the OPD ADA page on the website and/or by using the OPD mobile site on your smartphone. <http://county.milwaukee.gov/ADA>

Find It – Fix It Program (Safety and Property Incentive Program)

The Find It – Fix It Program is a new safety and property incentive program that is currently available to all Milwaukee County employees. The program has been established to promote a safe and healthy work environment, reduce injury and illness, improve our infrastructure, and commend individuals for upholding high safety standards. A recorded presentation, informational poster, and entry cards can be found on the Milwaukee County Risk Management web page: <http://county.milwaukee.gov/Risk/FindItFixIt>