

Genesee Community Email Process and Guidelines Policy

1. **Policy Accountable Owner:** Foundation staff
2. **Policy Name:** Genesee Community Email Process and Guidelines Policy
3. **Purpose of Policy:**
 - a. These guidelines define the purpose, criteria and timing for Community Emails sent to residents by the Genesee Foundation. The guidelines also provide guidance on the process for submitting content for the Community Emails.
 - b. The Community Email system provides relevant and timely information of benefit to the Genesee community. This includes issues of community interest, foundation operations, governance, and urgent health and safety information.
4. **Policy Details:**
 - a. **General Guidelines for Content:**
 - i. The Foundation staff is responsible for and reserves the right to approve and edit all content for clarity and brevity before email publication. If editing is required, the final edits will be reviewed with the content provider to ensure accuracy, as timing permits.
 - ii. Any information that would be suitable for publishing in The Genescene.
 - iii. Information that is of general interest and of benefit to the entire community.
 - iv. Important, urgent or time-sensitive announcements for community meetings and events.
 - v. Changes to announcements and schedules.
 - vi. Governance information from the Board of Directors and committee chairs.
 - vii. Updates to the Foundation website.
 - b. **Types of Email Communications:**
 - i. **Weekly Community Emails:**
 1. **Description:** The official, weekly communication from the Foundation. This could include content similar to that found in The Genescene, Foundation news, announcements and community updates.
 2. **Timing:**
 - a. Community Emails will be compiled by the Foundation staff and sent to subscribing residents each Thursday.
 - b. The deadline for acceptance of items to be published in the next weekly email is 9:00am on Thursday.
 3. **Process:** Any member of the Board of Directors, office staff, committees, subcommittees or clubs, or a resident of the Foundation may offer information to be considered for publication in a weekly Community Email.
 - a. Requests should be emailed along with the proposed content to: frontdesk@geneseefoundation.org.
 - b. Requests should follow the guidelines in 4.a above and include the submitter's contact information.
 - ii. **Urgent Information Emails:**
 1. **Description:** May include urgent information regarding:

- a. Situations that could directly or indirectly affect the health or safety of our community members, their families or visitors.
 - b. Community road closures, construction, obstructions, etc.
 - c. Changes to regularly scheduled services, such as trash pick-up and snow plowing.
 - d. Changes to Foundation events or activities.
2. **Timing:** as needed by Foundation Staff
3. **Process:**
- a. Notifications of urgent Foundation issues will be coordinated as necessary between the Board and the community manager. They may designate alternatives for contact. For Foundation issues, the community manager and staff will determine if the message necessitates an urgent send, or if it could be incorporated into a regular weekly communication.
 - b. Procedures for communication of urgent or emergency incidents involving the Jefferson County Sheriff's Office, State Patrol, local fire departments and other similar agencies have been established. These procedures are coordinated through the appropriate agencies and include coordination steps with the Board. If urgent or emergency information needs to be sent via email to Genesee residents, it will be done so after the message is approved by the appropriate agency and the Board.
 - i. There will be no emergency communication from any member of the Board or Foundation to the community unless it is approved in advance by the community manager and the appropriate agency.
 - ii. The individuals involved with this coordination will be the president of the Board of Directors, the community manager, and the Communications Committee chairperson. They may designate alternatives for contact.

Approved by: Board of Directors

Supersedes: April 10, 2013, December 15, 2016

Effective Date: May 26, 2021

Review Date: 2024 (3 years)