



BOARD/GOVERNANCE POLICY

Title: Email Communication to Membership	Number: (insert policy #-optional)
Cross Reference: (include other policies that may relate)	
Approved by: Illinois State Council Board of Directors	Origination Date: 1/7/2016
Revised by:	Approval Date: 5/4/2016
	Revision Date:

POLICY:

- 1.1 Email communication to the membership is utilized in a consistent manner.

STANDARDS/CRITERIA:

- 2.1 Mass email communication to the membership adheres to the following conditions:
 - 2.1.1 Email blasts are sent through the official email and/or marketing tools (e.g., Constant Contact, Survey Monkey).
 - 2.1.2 Email blasts are sent with approval of the president or Communications Committee Chairperson for official Illinois ENA business only.
 - 2.1.3 Email blasts adhere to the ENA License Agreement for member lists.
 - 2.1.4 The following are explicitly prohibited from being sent via email blasts to the membership:
 - 2.1.4.1 Content not of official ENA or Illinois ENA activity and/or business
 - 2.1.4.2 Research-related information, unless previously approved by ENA national office
 - 2.1.5 The following are explicitly permitted to be sent via email blasts to the membership:
 - 2.1.5.1 Distribution of Illinois ENA newsletters/updates
 - 2.1.5.2 Distribution of membership recruitment and retention materials
 - 2.1.5.3 Conduction of elections
 - 2.1.5.4 Notice of state council meetings
 - 2.1.5.5 Distribution of information regarding educational programs and conferences
 - 2.1.5.6 Distribution of government affairs updates