

Policy No:	ITM – 001
Department:	INFORMATION & TECHNOLOGY MANAGEMENT
Subject:	ENEWSLETTERS PUBLICATION AND MAILING DATABASE POLICY

Subject	Corporate	Elected Officials
Standardization of eNewsletter Templates	Corporate Communications department will be responsible for the establishment of eNewsletter templates and ensure consistency with applicable Corporate identity standards	Elected official's office will be responsible for the establishment of eNewsletter templates
Creating of eNewsletters content	<p>City Manager's Office, Corporate Communications and individual Departments will create eNewsletter content, as needed for communicating corporate messages and departmental initiatives</p> <p>A standard eNewsletter will be compiled by Corporate Communications department based on the content submitted, and published upon the approval from the City Manager's office</p> <p>Frequency of eNewsletter publication will be 4 times per year</p>	Elected official's office will create eNewsletter content, as needed for communicating specific elected official's messages
Quality Assurance (QA) of eNewsletter content	<p>Creators of eNewsletter content will be responsible for accuracy and appropriateness of the content</p> <p>Assistance with grammar, writing style, etc. may be requested from Corporate Communications department</p>	Elected Official's office will be responsible for accuracy and appropriateness of the content
Approval of eNewsletter content	Final approval of eNewsletter content is to be provided by the City Manager's office	Final approval of eNewsletter content is to be provided by the Elected Official's office
Training and Support of eNewsletter solution tools	Information & Technology Management (ITM) department will provide technical support for the eNewsletter solution, and facilitate necessary training	Information & Technology Management (ITM) department will provide technical support for the eNewsletter solution, and facilitate necessary training

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Cross Reference:	Policy No. 08.2.03		

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Collection of data for mailing databases

Corporate mailing database will be compiled using an electronic subscription form, pre-loaded contact information, externally acquired mailing databases and mailing databases contained in all other eNewsletter subscription databases, unless specifically excluded

Elected Official’s mailing database will be compiled using an electronic subscription form and pre-loaded contact information

Subscription Process for eNewsletters and Promotion

Members of the public will be able to subscribe to receive eNewsletters using an on-line subscription form on the City’s web site

Members of the public will be able to subscribe to receive eNewsletters using an on-line subscription form on the Elected Official’s page of the City’s web site

Members of the public will be able to Unsubscribe from mailing databases using the “unsubscribe” function that will be embedded into every eNewsletter publication

While subscribing to the Elected Official’s eNewsletter publications, members of the public will be given an opportunity to also subscribe to the City’s corporate eNewsletter publications

Various methods, such as Access Vaughan, standard forms, paper publications, brochures, tax bills, pre-recorded telephone greetings, programs registration system, Case Tracking System, etc. will be used to promote and increase subscription to corporate eNewsletter publications

Members of the public will be able to Unsubscribe from mailing databases using the “unsubscribe” function that will be embedded into every eNewsletter publication

Elected Officials will use their resources to promote and increase subscription to Elected Official’s eNewsletter publications

Ownership of mailing databases

Corporate mailing database will be owned by the City and the City Manager’s office will control access and use of the corporate mailing database

Elected Official’s office will control access and use of their mailing database and will retain content at the end of their service as an Elected Official

Usage of mailing databases

Corporate mailing database will be used for communication of City messages

Elected Official’s mailing database will be used for communication of Elected

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	and departmental initiatives related to City operations and services	Official's messages related to their duties as an Elected Official
	Corporate mailing database will NOT be accessible to Elected Officials	Elected Official's mailing database will NOT be accessible by other Elected Officials
		As a City resource, Elected Officials or their staff will not have access to the eNewsletter publication capability and Mailing Database during municipal elections campaign period (June 30 – Election Day)
Administration and management of mailing databases	Corporate Communications department will administer the corporate mailing database and ensure accuracy and currency of the data	Elected Official's office will administer the Elected Official's mailing database and ensure accuracy and currency of the data
Financial responsibility for eNewsletter solution	ITM department will be responsible for the cost of initial setup, on-going operation and maintenance of the eNewsletter solution, including standard eNewsletter templates and Mailing Database	ITM department will be responsible for the cost of initial setup, on-going operation and maintenance of the eNewsletter solution Elected Official's office content will be responsible for the cost of customizing the standard eNewsletter templates and functional modifications

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