

The Blake School E-mail Guidelines 2008-09

Goals

The goals for Blake's e-mail communications are to strengthen school-parent and parent-parent connections grades pre-K through 12, by providing timely and relevant e-mail communication that

- (1) Meets authentic parent needs,*
- (2) Addresses School administrative needs, and*
- (3) Reinforces the School's mission, values and long-range goals.*

Key to the success of our collective use of e-mail will be:

- **Accuracy,**
- **Relevance,**
- **Brevity,** and
- **Consistency** (in terms of both content and delivery).

Guiding Principles

- 1) E-mail messages will be informative, relevant and succinct.
- 2) E-mails will be timely and professional.
- 3) E-mails will not come too often; we commit to not cluttering parent/guardian email boxes. (Make 'em count!)
**Of special note to our Lower School Room Representatives: please be planful around use of e-mail for lower school families. We recommend trying to establish a routine/schedule, and limit all-family e-mails to a maximum of one per week. Please include the classroom teacher on the list of recipients.
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- 4) We acknowledge that e-mail may not work for everyone and as such will always offer alternative communication options (Friday Folders, Parent News, divisional mailings, etc.). *Note to all e-mail authors: while all Blake families have computers, there are several in every division who for a variety of reasons limit Internet and/or e-mail access, and /or check e-mail infrequently. You cannot assume "everyone" is online!*
- 5) We will ensure the privacy of e-mail recipients' addresses and respect all wishes they make around e-mail communication. ** Of note: if you are using an email system other than BlakeNet, please protect email addresses by using the blind-copy field for all recipients. **
- 6) We will not include attachments nor embed large graphic files that could clog or bog e-mail systems down.
- 7) We will protect against viruses.
- 8) We will leverage Blake's web sites (both public and private) as much as possible to ensure brevity within e-mail text (providing links to material already posted).
- 9) We will work to ensure that information will always come through reliable, already-approved/designated sources such the divisional directors, committee chairs, etc.
- 10) We will always provide links that allow people to easily unsubscribe

Continued

Of note: due to the importance of relevance and brevity for “**Bear Essentials**,” the all-school Monday e-mail blast, additional and specific guidelines for that communiqué include:

- Bear Essentials primary purpose is to remind and/or update parents, within all divisions, of important School events and/or programs. The division directors and/or director of communications make all final decisions regarding content submissions or requests, and may/will edit as they best see fit.
- All content and requests for Bear Essentials must be delivered to the division director or director of communications by noon of the Friday prior to the Bear Essentials e-mail blast.
- Bear Essentials is NOT to be used to deliver general news or applause items, nor to solicit for special needs
- Bear Essentials messages may only repeat a maximum of three times (and the goal is only TWICE). As such, all submitters should be planning ahead and know that if they want a repeating message, to figure out the preferred schedule and submit with the callout.

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