

**AMERICAN COLLEGE HEALTH ASSOCIATION (ACHA)
BOARD OF DIRECTORS
POLICY AND PROCEDURE
(BOD P/P)**

BOD P/P Number:	2015-1	Date Established: July 14, 2015	
		Date Revised:	
Reference:	EC Conference Call	Term:	1 Year
			2 Years
		X	Indefinite

BOD P/P Title:	Mass Electronic Mail Communications to Members
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BOD Authority:	ACHA Bylaws, Article VIII, Section I.
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Purpose:	To set forth policy and establish procedures for communicating en masse to ACHA members via electronic mail (email).
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Policy:	The ACHA national office shall be responsible for the accuracy of any general communication (i.e., announcement, notification, or other messaging) conveyed from ACHA to members. The ACHA national office shall also be responsible for protecting members' email addresses from disclosure when conveying general communications. Therefore, the Association shall centrally manage and administer the dissemination of all general communications from the ACHA national office. The Association shall respect the privacy of members, maintain sensitivity regarding email volume experienced by members, ensure timely handling of general communication requirements, and -- in good faith -- shall take all necessary and prudent steps to prevent broad disclosure of email addresses via member email lists.
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Procedure:	<p>For purposes of this policy, general (en masse) email messaging includes bulk email messaging intended for the overall membership, or for subsets of the membership such as members of: affiliates, coalitions, committees, sections, and task forces.</p> <p>For purposes of this policy, email lists include the entire ACHA membership list, and subsets of that list such as email address lists for affiliates, coalitions, committees, sections, and task forces.</p> <p>While the <i>Controlling the Assault of Non-Solicited Pornography And Marketing Act of 2003 (CAN-SPAM Act)</i> sets forth requirements and restrictions for <i>commercial electronic mail messages</i> (i.e. those that advertise or promote a commercial product or service), this policy and procedure applies to non-commercial (<i>transactional/relationship or other</i>) messages.</p> <p>When general email dissemination of information is required, the originator (generally the volunteer leader) shall develop and compose the content of such communication. Volunteer leaders shall convey the message requirement and content to the ACHA national office via the</p>
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	<p>appointed staff liaison. The staff liaison, in consultation with other national office staff, shall be responsible for ensuring accuracy and propriety of the message content consistent with ongoing ACHA activities, schedules, policies and practices, and when necessary, collaborating further with the originator to finalize the message content. The staff liaison/national office shall provide feedback to the originator regarding the above no later than five (5) business days from receipt of the message request.</p> <p>Upon finalization of content, ACHA staff shall be responsible for disseminating the message(s) “<i>on behalf of the</i>” respective affiliate, coalition, committee, section, or task force. Timing for the release/dissemination of each message shall be determined after due consideration of both the priority/importance of the content involved and members’ sensitivity to email volume.</p> <p>In any given situation, the ACHA national office shall respect the privacy of its members and therefore will refrain from handling email addresses and email lists in any manner that might reasonably be expected to subject them to intrusion or access by a third party.</p>

Resources:	National Office	Volunteer
Human:	Staff Liaison Membership Coordinator Communications Coordinator	Affiliate President Coalition Chair Committee Chair Section Chair Task Forces Chair
Financial:		
Other:		