

OZARK LMSC POLICIES and PROCEDURES

Communications Policy and Procedure for use of Club Assistant Mass Email

The following policy and procedure shall govern the use of Club Assistant software for the purpose of conveying information via mass email to members (present and past) of the Ozark LMSC.

Club Assistant provides a mechanism through U.S. Masters Swimming (USMS) to provide mass email to individuals who are registered members (current or past). The Registrar of each LMSC has been given access to this mechanism via password. Since Club Assistant provides USMS the ability to register all Clubs and individuals online, Club Assistant is likely to have accurate email addresses for our members, except those who have no email address or who have recently changed their email without notifying the LSMC Registrar.

There are multiple means for communicating with our members for various purposes. Mass email is one means that is often helpful in providing time-sensitive information, but has its drawbacks, notably that email is not always delivered properly, sometimes going to SPAM folders or simply not read in a timely manner. It should never be assumed that email will reach all members in time for short notice emergencies.

Since the LMSC Registrar is the only person who currently has access to Club Assistant, messages using Club Assistant mass email should be restricted to those messages intended for delivery to all Ozark LMSC members, rather than to specific Clubs. Emails to subgroups of the total membership, such as all Coaches or all Officials, if able to be identified by Club Assistant, may be sent by Club Assistant email. All messages require the approval of the LMSC Chair. In order to provide sufficient time to approve, forward and disseminate such messages, at least one week advance notice is required. It should not be assumed that time-sensitive messages can be processed any sooner.

We should be sensitive to our members in keeping bulk email to a minimum. Periodic newsletters should not be more regular than once per month. News may be held and processed together with other items if it has been less than one month since the last periodic newsletter mailing. Such periodic emails may contain an entire newsletter or simply a link to the entire newsletter posted on the Ozark LMSC website. All newsletters should be sent by the LMSC Communications Chair (LMSC Secretary) via U.S. Postal Service to any member who does not have an email address on file. The Registrar will periodically provide the LMSC Secretary with the postal addresses of all members who do not have a functioning email address on file.

To provide individual Clubs with a means to contact their members, the LMSC Registrar will provide names, addresses, phone numbers, and email addresses to each Club President or expressly appointed designate of each club when requested, no more often than monthly. These individuals must agree to the protection of this private information as required by U.S. Masters Swimming and restrict its use to official Masters swimming communications.

APPROVED AND ADOPTED BY THE BOARD this 27th day of February, 2011