

At the direction of the Deputy Mayor, Human Resources has partnered with an internal communications committee that consists of employees representing various County agencies working together to improve communication strategies.

This committee has been given the authority to implement solutions that provide consistent and structured approaches to meet the County's communication needs. The objective of this committee is to create and sustain a one-stop-shop for important information and to streamline communication strategies (emails, announcements, general information, etc.) to more effectively communicate with employees.

This document will provide guidelines as established by this committee to manage the following types of communication:

- Countywide Emails (*e-Connect Updates*)
- *e-Connect* (website for News & Announcements)
- Emergency Alerts

Countywide Emails

Historically, multiple, single-subject emails have gone out from numerous sources throughout the County. The result has been employees being inundated with emails that are viewed as junk mail and are consequently ignored. Employees have confessed to having email fatigue and to mostly deleting the random, single-subject emails.

In an effort to offer relevant and focused information for County employees, Human Resources will send a weekly email called the "*e-Connect Updates*". This email will bundle many topics into highlights of the week's news and announcements. The email will be brief with details provided on an employee website called *e-Connect*.

Human Resources will send the "*e-Connect Updates*" email every Thursday or Friday. The designated staff for distributing these weekly updates are Ginger Hennefer (primary), HR Business Analyst and Julio Garcia (back up), Associate Division Director.

Guidelines

- While there may be exceptions, one (1) email will be sent county-wide on Thursday or Friday of each week.
- The deadline for submitting information to Ginger Hennefer is 5:00 pm on Wednesday before the email goes out.
- All countywide email requests will be bundled in the scheduled "*e-Connect Updates*" email.
- Individual emails with single topics will be limited to Human Resources' Alerts, policy updates, emergency announcements and for time-sensitive information sharing needs that are deemed relevant by the Mayor's Public Relations Specialist.
- Countywide emails will include limited content with only announcement and information "highlights". Announcement titles will be descriptive and short.
- An employee website has been created to serve as a central hub of communication for employee information. This website is called *e-Connect* and will serve as the primary employee information portal for detailed information highlighted in the weekly county-wide emails and other news and announcements.

- The **e-Connect** link will be referenced in all county wide emails.
- While there may be occasional exceptions, emails will not include attachments. Instead, PDF attachments with detailed announcement information will be included on **e-Connect**.
- All Exchange Users and Library Services will receive countywide emails.
- Designated staff are authorized to edit email highlights and will exercise final authority and decisions.
- Email highlights of a personal nature, except retirements, will **not** be posted.
- Email highlights will be reserved for County business and benefits updates.
- Email highlights are intended to be timely and current.

e-Connect (Postings for News & Announcements)

With the direction of and in consultation with the internal communications committee, Human Resources will manage the content for **e-Connect** News & Announcements. The designated staff for posting information on this website are Ginger Hennefer (primary), HR Business Analyst and Julio Garcia (back up), Associate Division Director.

Guidelines

- An employee website has been created to serve as a central hub of communication for employee information. This website is called **e-Connect** and will serve as the primary employee information portal for detailed information highlighted in the weekly county-wide emails and other news and announcements.
- The **e-Connect** link will be referenced in all county wide emails.
- To minimize the size of county-wide e-mails, attachments will be referenced on **e-Connect** and not attached to e-mails.
- Designated staff are authorized to edit and post announcements and will exercise final authority and decisions regarding countywide postings.
- Announcements of a personal nature, except retirements, will **not** be posted.
- Announcements will be reserved for County business and benefits updates.
- Announcements are intended to be timely and current.
- Announcements that have a start and end date will be removed and archived on **e-Connect** after the end date.
- Announcements that **do not** have a start and end date will be removed and archived on **e-Connect** after ten (10) calendar days.

Emergency Alerts

With the direction of and in consultation with the internal communications committee, the Mayor's Office will manage Emergency Alerts. The designated staff for posting Emergency Alerts are Jeff Gravier, Emergency Services Coordinator, and Michelle Schmitt, Public Relations Specialist.

Guidelines

- Emergency alerts will be limited only to those that constitute an emergency defined as "a serious, unexpected, and often dangerous situation requiring immediate action".