

Instructional Division E-Blast Policy for Informational/General Announcements (Non-Event)

Updated: 9/19/18

Criteria To Send an E-Blast

- For externally hosted events or information, the information included in the email must be aligned to the SCOE Department/Division goals.
- The email should be written in a clear, professional, and succinct manner and include the links for any website references.

→ ***For E-Blasts related to SCOE events that go through the Event Planning Approval form process, please refer to the Event Planning Procedure document for E-Blast instructions.***

E-Blast Process

1. The person requesting the E-blast should email Amanda Snook (asnook@scoe.org) and include all of the required information in the following format within the body of the email:

- TO: Name who the email should be sent to (i.e. All Supts, Curriculum Council, etc.)
- CC: Name the people that should be CC'd (Note: ESS content managers, the admin office staff, and the classified person who supports the manager for the topic area are always copied on the eblast)
- FROM: The name of the person sending this E-Blast
- WHEN: The date that the email should be sent by
- SUBJECT: The requested subject line of the email
- REPLY-TO: Name who the "Reply-To" person should be
- ATTACHMENTS: List any attachments that should be sent (attach PDF file!)
- MESSAGE: Type the requested message for the body of the email

3. Once reviewed, the E-Blast will be sent out by Amanda. The person who requested the E-Blast will be CC'd along with any other people who were requested to be CC'd on the email. The "reply-to" will be set to the reply-to person requested. All E-Blasts that are similar in topic will be grouped together in one email whenever possible. All items that are e-blasted are usually also posted to SCOE social media accounts at the time of the e-blast, unless other arrangements were made.

E-Blast Email Groups

All Superintendents, All Principals, and Curriculum Council
All Superintendents, All Principals, Curriculum Council, and CBOs
Superintendents and Principals - All
Superintendents and Principals - Elementary ONLY
Superintendents and Principals - Middle School ONLY
Superintendents and Principals - High School ONLY
Superintendents and Principals - Elementary and Middle School
Superintendents and Principals - Middle School and High Schools
Superintendents - All
Superintendents - Elementary ONLY
Superintendents - Middle School ONLY
Superintendents - High School ONLY
Principals - All
Principals - Elementary ONLY
Principals - Middle School ONLY
Principals - High School ONLY
Curriculum Council
TK Network
TK Expanded Mailing List (includes Elementary Supts, Elementary Principals, and TK Network)

Note: A contact can be on more than one list, but the system has been set up so that duplicate emails are avoided. For example, Steve Herrington is on all the lists, but should get only one copy of the email. Washington School is K-8, so it is on both the elementary and middle school lists.