

ASA Non-Time Sensitive Communications Policy

Purposes/Goals:

- To minimize e-mail volume to ASA members and increase the efficiency and effectiveness of ASA communications.
- To make it easier to be an ASA member by reducing the time needed by ASA members to review ASA communications.
- To eliminate or reduce the incidence of “*ASA has taken over my in-box*” syndrome.
- To increase attention and focus on ASA communications that are directed to ASA members.
- To increase traffic to and focus on the ASA website, www.AndoverSoccer.org, as the primary source for ASA information.

Proposal:

- Post all ASA information that the Board wishes to communicate to ASA members to www.AndoverSoccer.org.
- Limit e-mail distribution of any information that is not of an emergency, time sensitive nature to a maximum of one, consolidated message per week.
- Use weekly e-mail updates to summarize new information, directing ASA members to www.AndoverSoccer.org for detailed information.
- Create FaceBook group to provide opportunity for additional communications among ASA members and interest in ASA.

Procedure:

1. All information to be distributed to the ASA Membership of a non-emergency/time sensitive nature should be submitted to the ASA Webmaster (Heidi at HBorenstein@Hotmail.com) for posting on www.AndoverSoccer.org. Final text and final versions of all attachments or links should be provided at that time¹, along with a one or two sentence summary of the information to be included in the weekly e-mail. Deadline for submissions is **Tuesday** of each week.
2. All submissions received before the deadline should be posted to www.AndoverSoccer.org by **Wed.** of each week. The text of an e-mail summarizing this information and all other relevant website updates posted since the last weekly e-mail will be forwarded to the ASA Registrar (Irene at ipien@comcast.net), with a copy to the ASA President. The weekly e-mail should be distributed to the ASA membership e-mail list by **Wed.** of each week.
3. Weekly e-mails outside of the regular ASA Fall and Spring schedules should be on an as-needed basis, no more frequent than once a week.

¹ .jpeg and .pdf files are best, MS Word and MS Excel can also be used but will generally need to be converted to a .pdf format.

Exceptions:

1. This E-mail policy is intended to consolidate and minimize e-mail traffic to ASA members. It is also important to reasonably minimize e-mail traffic to ASA coaches and other volunteers, however, this policy does not apply to-
 - a. E-mail sent by the Travel Director to ASA coaches.
 - b. E-mail sent by the In-Town Director to ASA coaches and/or AGCs.
 - c. E-mail sent by the Fields Chair to Fields Volunteers
2. One additional ASA membership e-mail per week, highlighting a particularly important or under-recognized event, program or opportunity, may be authorized by the ASA President, as needed.

Approved and adopted 10/2009

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