

EMERGENCY NURSES ASSOCIATION  
CALIFORNIA STATE COUNCIL  
STANDARD PROCEDURE:  
WEBSITE &  
MEMBER EMAIL SYSTEM

I. PURPOSE

- a. To define procedures for determining content and the administration of the Cal ENA website. [www.calena.net](http://www.calena.net)
- b. To guide the State Council Board of Directors, Chapter Board of Directors and ENA members in the use and administration of the web based member database and email distribution tools.
- c. To increase communication, reduce overhead expense of print mail distribution and to assure that communications are timely.

II. PROCEDURE

- a. Cal ENA Website Content:
  - i. All Content shall be in conjunction with the mission, vision, goals and objectives of ENA and Cal ENA
    1. The Cal ENA Secretary shall serve as the Board Liaison to assure all website content is accurate and up-to-date.
    2. Content placed on the main web pages shall be approved by the State Council Board of Directors or their designee
    3. Content on the Chapter pages shall be approved by the Chapter Board of Directors or their designee
    4. Committee web page content shall be approved by the Committee Chairperson
    5. Chapters and Committee Chairpersons shall submit updated information within 2 weeks following their respective meetings.
- b. Web Based Email System
  - i. Communications that do not require distribution approval are as follows:
    1. All Cal ENA Members – State Council meeting reminders, member surveys, candidate profiles (prior to an election), announcement of award nominee's/winners, the State Council newsletter, new member welcome letter and expiring member reminder letter
    2. Chapter Members – Chapter meeting reminders, officer candidate profiles (prior to the election), announcement of award nominee's/winners, the Chapter newsletter, new member welcome letter and expiring member reminder letter
    3. Committee Groups: Committee minutes, committee meeting reminders and committee issues/items that require feedback be sent to the Board of Directors.
  - ii. Attachments shall be converted to pdf file format to minimize member exposure to virus

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- c. Email Distribution Privileges
  - i. Email privileges shall be granted and/or renewed each year by the incoming State Council Board of Directors.
  - ii. Non-ENA advertising of products or services is prohibited. Any member advertising their services or non-Cal ENA business shall have their administrative privileges revoked
- d. State Council Board of Director Email Distribution Privileges and Functions:
  - i. The President shall approve all email communication distributed to all ENA members throughout the state
  - ii. The President shall designate another Board Member to serve as the reviewer in their absence.
  - iii. The President shall seek out the Board's feedback prior to distribution of email content and in the event there is Board dissent a vote shall be requested and the majority shall determine the outcome
  - iv. The Board shall strive to assure that communications are directly related to Cal ENA business, timely and a benefit not annoyance to the members
  - v. All State Council Board members shall have administrative privileges
  - vi. The Board shall review and approve new distribution groups prior to them being added to the database
- e. State Council Membership Chairperson Email Distribution and Privileges and Functions:
  - i. The State Council Recruitment and Retention chairperson shall receive the excel member spreadsheet from national ENA on a monthly basis. (From the President or directly from the ENA national office)
  - ii. The Recruitment and Retention Chairperson shall utilize the query tools to upload the member data on a monthly basis.
  - iii. The Recruitment and Retention Chairperson shall have full administrative privileges
  - iv. The Recruitment and Retention Chair shall include questions related to the email effectiveness and frequency in member surveys that are distributed
- f. Chapter Board of Directors Email Distribution Privileges and Functions:
  - i. The Chapter Board of Directors shall appoint one individual who will have administrative privileges to edit the database for their chapter
  - ii. The Chapter President shall approve email communication sent to their chapter members
  - iii. The Chapter Board shall assure that all communications are directly related to Chapter business, timely and a benefit not annoyance to the members

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- g. State Council Committee Chairpersons Email Distribution Privileges and Functions:
  - i. The Committee Chairperson shall submit a written request to the board of Directors if they have a greater than 25 to 30 member group. The request shall include the nature of the communications, the frequency of distribution and rational for the group
- h. Email Distribution Group Maintenance
  - i. The Board of Directors shall review the distribution groups annually and approve the continuation of and administrative privileges granted to all members
  - ii. All members shall be informed on the login page that they must update their information on the national ENA website as the local Cal ENA database is updated each month with the new and expiring members.
- i. Security Statement
  - i. Cal ENA members granted administrative privileges shall sign an agreement acknowledging that under no circumstances shall they distribute, release or give others access to member confidential information. They will not distribute any advertisements and or non-member business.
  - ii. The statement also acknowledges that they have reviewed and understand the Standardized Procedure: WEBSITE & MEMBER EMAIL SYSTEM

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SECURITY STATEMENT

I \_\_\_\_\_, (*Print name*) have reviewed and understand the standardized procedure: WEBSITE PROCEDURES AND ADMINISTRATION OF THE MEMBER LOGIN & EMAIL DISTRIBUTION SYSTEM.

I will not give out my password or login information to anyone. I will not individually distribute confidential member information to any person, business or entity. I will comply with the ENA procedures regarding the release of mailing information and will contact ENA member services if I have any questions about issuing Cal ENA State Council or Chapter mailing labels.

I agree to use the email distribution for the sole reason of increasing communication with Cal ENA members and all notices shall be directly related to Cal ENA business.

I understand that my administrative privileges are granted by the Board of Directors and can be revoked for non-membership renewal, not following the procedures outlined in this standardized procedure, for the distribution of email that is not in conjunction with the mission, vision and objections of the organization (ENA & Cal ENA) and/or at the end of my appointed or elected term.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Cal ENA State Council Position (*Office/Committee*): \_\_\_\_\_

Term of Elected Office (or Appointment): \_\_\_\_\_ (*Date*)

Privileges:

All members can login and update their personal information – referred to as Member privileges (Allows login to the site and to update their database)

Additional Privileges:

- Email Distribution (Allows the distribution of email)
- Administrator (Create groups, send email and manage member database)

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_  
(*President or designee*)

APPROVED BY STATE COUNCIL:  
EFFECTIVE DATE: MARCH 2004  
REVIEW/REVISION DATE: AUGUST 2005