



ADMINISTRATIVE PROCEDURES

Procedure Number: 3-13Effective Date: February 12, 2015

Revision Date: _____

C. D. [Signature]
County Administrator

SUBJECT: Email - Official Pima County Announcements

DEPARTMENT RESPONSIBLE: ALL COUNTY DEPARTMENTS

I. PURPOSE

This administrative procedure sets forth the requirements for proper use of the Pima County email system for the purpose of disseminating Official Pima County Email Announcements.

II. DEFINITIONS

Official Pima County Email Announcements: Official Pima County Email Announcements are intended, but not limited, to address operational items, business functions, changes within the County or as approved by the County Administrator.

Official Pima County Email Announcement Account: The account used for the dissemination of Pima County Email Announcements approved by the Director of the Communications Office or Designee.

Communications Office: The division of the County Administrator's Office to which the County Administrator has delegated authority for the supervision of this Administrative Procedure.

III. PROCESS

A. All County employees and any other users approved by the Director of the Communications Office are required to comply with this policy.

B. Disseminating Official Pima County Email Announcements

1. Official Pima County Email Announcements provide important information concerning operations, business functions and/or changes within Pima County. This information may require dissemination to a specific target group of individuals or to all employees countywide.
2. Official Pima County Email Announcements must be approved by the Director of the Communications Office or Designee prior to dissemination.

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3. Official Pima County Email Announcements will be disseminated from the pimacountyannouncements@pima.gov email account.
 4. Announcement requests must be submitted electronically to the Communications Office via the Online Service Catalog located at servicedesk.pima.gov under the Communications Office icon and shall include:
 - a. A brief description of the need for and/or purpose of the email announcement;
 - b. Target recipients (i.e. Countywide, Appointing Authorities, Managers, Supervisors, etc.);
 - c. The document and/or verbiage to be disseminated;
 - d. Requested date of dissemination;
 - e. A contact person and contact information.
 5. Requests shall be submitted to the Communications Office no less than three (3) full business days prior to the projected date of dissemination, barring extenuating circumstances.
 6. Requests approved by the Director of the Communications Office or Designee shall be disseminated by the Communications Office
 7. Approved announcements will contain the following:
 - a. Pima County Logo: <http://www.pima.gov/graphics/logos/logos.html>
 - b. Subject Line:
 - c. Message Title: Official Pima County Announcement
 - d. Message From: Department Name
 - e. Target Recipients:
 - f. Message:
 - g. Disclaimer: Do not reply to this Official Pima County Announcement. This account is unattended.
 8. Additional criteria:
 - a. Message content should be size-optimized for mobile devices;
 - b. All hyperlinks embedded into any message need to be tested and verified to work;
 - c. Message should be presented in such a form as to be email ready in the County's emailing application;
 - d. Any targeted messages that are specific to particular individuals must include an email ready verified list of intended recipients.
 9. Questions from the message's recipients should be directed in the message text to either the listed contact (if provided within the announcement) or to department management.
 10. Official Pima County Email Announcements shall be disseminated by the Communications Office only.

IV. RELATED COUNTY POLICIES AND PROCEDURES

Board of Supervisor Policy D 27.1 – Pima County Information Technology Program
Administrative Procedure D 27-4 – Information Technology Program