eBlast Guidelines

Electronic Communications Manager
The Electronic Communications Manager will send out eBlasts to the membership regarding Association sponsored events and timely information relevant to retiree interests. The manager will coordinate with the President, the Membership Chair, the CUCRA representative and the Newsletter Editor to assure that information is accurate and current. The eBlast manager will consult with the President to determine whether messages that members may have received from another source are deemed urgent enough to resend.

The primary purpose for eBlasts is to communicate about matters of direct importance to retirees, including:

- Announcements of UCSC Retiree Association sponsored events, activities or projects.
- Information that affects the healthcare or retirement benefits of our membership such as Open Enrollment, Minimum Required Distributions, UC Policy on Public Disclosure of Compensation, Financial Planning, etc.
- Information that requires an immediate response from the membership.
- Bulletins from UCOP and CUCRA that are relevant to retirees.

A secondary priority for electronic communication is to disseminate other UC information of potential interest to our membership. This information may be attached to an eBlast that is already being sent out, but does not warrant a separate eBlast. It may include:

- Notice of events sponsored by other campus units such as the Wellness Center, the Farm and Garden, Long Marine Lab, or the Arboretum.
- Pertinent information about the UCSC campus.
- Financial workshops sponsored by Fidelity.
- Information about the UC/CUCRA travel programs.

Finally, general information about studies done on aging, second careers, and volunteer opportunities may be attached to eBlasts. Information of this nature should be cleared with the President.

Approved February 5, 2013