

# INTERNET-BASED E-MAIL

Management is the Key



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# Internet-Based E-Mail

## Public E-Mail Services

### VS

## Private E-Mail Services



# Internet-Based E-Mail Public E-mail Systems

- Public E-Mail Systems are those where email accounts are in the individual's name, not the municipality.
- Popular public systems are
  - Gmail.com
  - Yahoo.com
  - Mail.com
  - Hotmail.com
  - Email.com
  - MSN.com

# Internet-Based E-Mail

## Private E-mail Systems

- Private E-Mail Systems are those where email accounts are in the municipality's name on a single server under contract to the municipality.
- E-mail addresses reflect official government status (twpcclerk@cranburytownship.org).



# Internet-Based E-Mail

**Public E-Mail Services**

**VS**

**Private E-Mail Services**

- Does it make a difference?
- Is it a problem for municipalities?




# NJ Municipalities E-Mail Address Categories



No name/position No Town	Has Position No Town
Has Name Has Town	Has Position Has Town

# NJ Municipalities E-Mail Address Categories

A review of 344 New Jersey municipalities



<p>No name/position No Town tiger1@yahoo.com 54 accounts = 16%</p> <p><b>Public E-Mail Services</b></p>	<p>Has Position No Town twpclerk@gmail.com 36 Accounts = 10%</p> <p><b>Public E-Mail Services</b></p>
<p>Has Name Has Town smith@cityname.org 180 accounts = 52%</p> <p><b>Private E-Mail Services</b></p>	<p>Has Position Has Town clerk@cityname.org 74 accounts = 22%</p> <p><b>Private E-Mail Services</b></p>

# Internet-Based E-Mail Public E-mail Systems

- **Should be Avoided !!!**
- Almost impossible to manage and comply with State Records Retention requirements.
- Person owns the account, not the municipality.
- Equivalent to municipal officials and staff having residents send all paper mail to their home or other non-municipal location.
- Likely to lose public records when employees leave.
- Complicates OPRA requests and Litigation Discovery requests. Accounts can be spread across servers.
- Exposes staff to personal litigation and expenses

# Internet-Based E-Mail Private E-mail Systems

- Use position, not name in e-mail address so records stay with municipal function when staff changes occur.
- Municipal, elected and appointed officials should not have a choice to use personal e-mail accounts.
- May need to pay additional fee for spam and virus filtering.
- Still needs to be managed by in-house staff or vendor.

# Internet E-Mail Management Techniques

- Make sure personnel policy reflects that email accounts and e-mail are municipal property.
- Appoint a staff member to coordinate/manage e-mail
- Create a central file of all email addresses by name and position. Include password or administrator access to account.
- Create an e-mail retention tips card and distribute to every employee, elected and appointed official. Preferably at a staff workshop.

# Internet E-Mail Management Techniques

- Create central repository account for retained e-mail and if possible automatically forward copy of incoming and outgoing email to repository.
- Periodically (monthly, quarterly, semi annually) download retained email to municipal PC or server in designated repository folder.
- Convert retained mail to PDF archive folder and save to DVD. Label by date
- You cannot store and forget like paper. Every 5 years open PDF archive and recreate PDF archive with current version of software, save on new DVD.

# INTERNET-BASED E-MAIL

Remember, the League has a **FREE Web/E-Mail Advisory** service available to its members.

[http://www.njslom.org/services\\_webadvise.html](http://www.njslom.org/services_webadvise.html)



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