



OFFICE OF THE COUNTY EXECUTIVE

Chris Abele

MILWAUKEE COUNTY EXECUTIVE

DATE: March 23, 2016

TO: The Honorable Milwaukee Board of Supervisors

FROM: Chris Abele, Milwaukee County Executive

RE: County Board File No. 16-183 on authorizing the Legislature and Judicial Branches of Milwaukee County Government to send mass email communications

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I am returning County Board File No. 16-183 unsigned. In response to employee complaints about the frequency of mass email, the County has created a mass email communication procedure that defines protects the integrity and effectiveness of County messages by minimizing unsolicited, mass-delivered messaging. This was created by looking at other procedures utilized in the private and public sectors.

While e-mail is an efficient and cost-effective means for County managers to reach internal audiences, we have heard employees express an aversion to email that is unsolicited, mass-distributed, and non-business related. The existing means of weekly e-mail notification through IMSD has proven effective and efficient and has significantly reduced the likelihood of administrative notifications becoming unwieldy and camouflaging critical notices. We have received positive feedback from employees about these Friday What's Up emails and hope to continue this format.