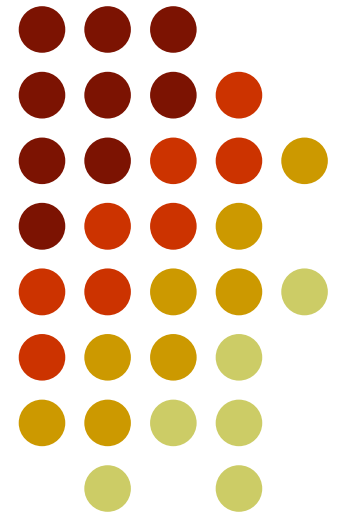


The Challenge of Managing E-Mail

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League of Municipalities/NJ-GMIS
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Marc's E-Mail Rant



- **There is too much e-mail!**
- **It's too easy to use and presents risks if not managed properly**
- **The technology is telling me what to do – I can't make it fit the way I work**
- **Today's solutions to manage the risks are not all they need to be – we have a lot of work to do**

Managing Records in *Ye Olde Days*



- **We all knew how it worked and how to classify records**
 - **Paper**
 - **Phone message pads**
 - **Remember pink slips?**
 - **File folders**
 - **File cabinets**
 - **Chronological files**
 - **And the expectation we could file things and find them later**

Managing Records in *Ye Olde Days*



- **We didn't have:**
 - **Outlook**
 - **G-mail**
 - **Blackberry's**
 - **Txt Msg (vowel free for your convenience!)**
 - **Spam**
 - **List-serves**
 - **Electronic workflow processes**

Yesterday, oh, how we long for yesterday!

Today...



- **Current technology doesn't meet our all needs**
 - We don't have a lot of good solutions now: managing e-mail is, for most, simply inconvenient
 - But failure to do it can result in legal liability and costs
 - Cost of technology: storage is cheap, but should it be unlimited?
- **E-mail is too easy...it replaces conversations**
 - Records you don't need to have...
 - In places where you don't know it exists
- **The result: The government world is struggling to adapt to new challenges and technology, legal, and political risks**

Legal E-mail Risks



- **Retention rules**
 - Having what your are supposed to have, and not having what you are not supposed to have
- **OPRA**
 - Having the tools to find what you have
- **E-Discovery**
 - Finding, maintaining and not destroying what's needed in litigation
 - Not to mention the cost and challenging of preparing it for review



Here's a Challenge!

From: Persons Name [xxxxxxx@mycomcast.net]

Sent: Monday, February 23, 2009 4:16 PM

To: aaaaaaaaa@aol.com; bbbbbbbbbb@verizon.net;
ccccccccc@hotmail.com; dddddddd@gmail.com

Subject: Re: Requested Documents for Meeting

The Mayor and I reviewed your correspondence and have some suggestions that are attached. Please call if you have questions.

Dear Mayors and Council Members:

As you requested, here are the 3 documents needed for your discussion tomorrow night regarding the appointment of a Shared Services Study Committee.

Please send a copy of this email to the other Council Members today.

For tomorrow's meeting, please print sufficient copies so that everyone can also read these during the meeting tomorrow.

Retention/Destruction Risks



- **Destroy e-mail records at appropriate times; subject to DARM approval**
- **Challenges:**
 - **Problem of destruction of electronic records and approval cycles**
 - **Software to do it is expensive and needs smart management**
- **Keeping what you have**
 - **Backup is not an Archive!**

Technology and Finding Your E-mail



- **Automated full text search/indexing**
 - Helpful, but requires software and disk storage
 - Can require paring down results to eliminate the irrelevant – time consuming
- **User managed**
 - Requires users to do something with each e-mail – place in folders or set keywords/tagging
 - Requires user attention to details
 - Adding “friction” may not be a bad thing



E-Discovery/Archiving

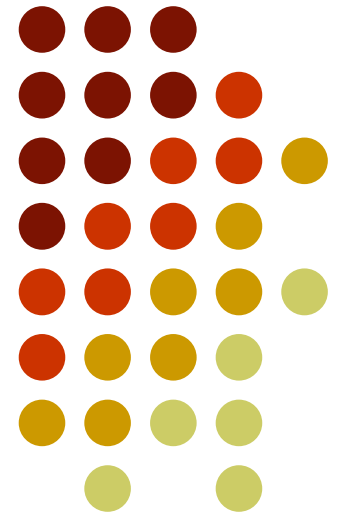
- **Timely response**
- **Prevent destruction**
- **Requires management attention**
- **Cost of search and review (linked to how it's managed)**
- **The Value of Keeping Everything?**
 - **Keep it, you'll have it?**
 - **Adds to storage and retrieval cost**
 - **Adds legal liability**
 - **Need to balance the risks**

Regulatory



- **Is permission needed to delete e-mail – and exactly how does that work?**
- **Can e-mail be altered? If so, do they need to be converted to a paper or microform to be authentic?**
- **What about the ramifications of vendor hosted e-mail records?**
- **What about electronic conversations that are e-mail like?**

So, What's A Manager To Do



Mitigate and Manage Risks



- **Know the difference between archive and backup – and address it!**
- **Set and know retention requirements**
- **Have the right technology to store & access records**
- **Use software tools (rules, offline folders, friction)**
- **Set policies on managing based on your technology**
- **Train users in e-mail writing and etiquette**
- **Train users to manage their records and follow-up**



For the moment?

- **Learn about and develop local policies and technology**
- **Watch the industry and DARM for solutions as they evolve**
- **Invest in indexing software solutions and hard-drive capacity to help find what you keep**
- **Or all/any of the above, otherwise muddle through**