

POLICIES & PROCEDURES, COMMUNICATIONS

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Policy: Access to Modify the Temple Web Site

The Rabbi, Vice President of Membership, Vice President of Finance, Vice President of Programming, Secretary, and calendar managers will be authorized to update the public access portion of the Temple Beth Or web site for areas specific to their purview. The President and Communications Chair will be authorized to post to the entire site. Further, it is acceptable to allow the Mah Jongg group schedule to be posted on the Temple calendar (even though it is not an official Temple group).

DATE OF GOVERNING BOARD APPROVAL: 2/6/07

Policy: Advertising Events Involving Food

Any Temple event that is not catered by a licensed catering business may not mention food or beverages in any form of advertising/publicity directed to the general public.

DATE OF BOARD APPROVAL: April 6, 2005

DATE OF GENERAL MEMBERSHIP APPROVAL: NA

*This policy ensures we do not violate any laws pertaining to food and liquor at private Temple events through our advertising, thus causing a private event to become public.

Policy : Advertising in The ORacle

We will accept advertisements in The ORacle in order to defray costs. However, focus must remain on our Mission. To that end, the Governing Board approved the following policy:

The ORacle will accept paid advertisements under the following conditions:

1. The Temple Beth Or Governing Board reserves the right to decline or cancel any advertisement at any time.
2. The ORacle readers will be able to distinguish advertising clearly.
3. The ORacle will contain a disclaimer regarding advertisements.
4. Advertising must be factual and in good taste and not contrary to Jewish law or practice.
5. Advertised products must be compliant with federal and state regulations.
6. Refunds will be provided if Temple Beth Or does not publish a normal issue, or does not run the advertising.
7. Advertising is separate from content. Advertisers have no advance knowledge of our editorial content.
8. The Congregation will not sell advertising for a specific product on the condition that it appear in the same location and at the same time as a specific article mentioning that product. Advertisers have no control over any of our editorial decisions or advertising policies.
9. PRIVACY: The only information Temple Beth Or will release on membership is the approximate number of members we currently have and our membership catchment area.
10. The total number and size of ads will not exceed one eighth (1/8th) of the publication (no greater than two pages of a 16-page issue), with the desirable goal being one full page of ads.
11. Ads must be camera ready. No artwork or re-touch work will be done on ads.

DATE APPROVED BY THE BOARD: 1-10-2010

DATE APPROVED BY GENERAL MEMBERSHIP: N/A

Policy: Distribution of the Temple Beth Or Mailing List

The Temple Beth Or mailing list will not be distributed to any outside organization without the express, written permission of the Temple Beth Or Board, and only with the express stipulation that the list will not be sold, given, or in any other way further distributed.

DATE OF BOARD APPROVAL: 1/9/97 / AFFIRMED 4/6/05

DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Email addresses

Temple Beth Or has a Communications Policy that protects the privacy of our members. Part of that policy is the rule that we not publish an individual's personal information (address, phone, email address) in publicly accessible media. In order to enable leadership to communicate out and solicit feedback in, we have established "official" Temple Beth Or email addresses. In each case (except the Rabbi and front office), these "official" Temple Beth Or email addresses are not "real" email locations, but actually forward to the individual's home email address.

Below is a list of all Temple Beth Or "official" email addresses and the address to which they are forwarded. As part of the leadership, yours will show below. Please check its accuracy and let me know if there are any errors. Please use the "official" Temple Beth Or address in any public communications (ORacle articles, flyers, press releases, etc.). Please also remember that any email sent to the "official" address is actually forwarding to your personal address and therefore, if you reply, that reply will be coming from your personal email address. If you would like to mask the reply address with the "official" one, let me Phil [Communications Chair] know.

"OFFICIAL" EMAIL ADDRESS	FORWARDS TO:
=====	=====
Rabbi@TempleBethOr.org	(direct, not forwarded)
Office@TempleBethOr.org	(direct, not forwarded)

Executive Board

President@TempleBethOr.org

VP@TempleBethOr.org

Treasurer@TempleBethOr.org

Secretary@TempleBethOr.org

Governing Board

Adult-Ed@TempleBethOr.org

Building@TempleBethOr.org

Communications@TempleBethOr.org

Events@TempleBethOr.org

Membership@TempleBethOr.org

Religious-Practices@TempleBethOr.org

Social-Justice@TempleBethOr.org

Youth-Ed@TempleBethOr.org

Non-Board Positions

Bereavement@TempleBethOr.org
BOTY@TempleBethOr.org
Calendar@TempleBethOr.org
FundRaising@TempleBethOr.org
Library@TempleBethOr.org
Mitzvah-Corps@TempleBethOr.org
ORacle@TempleBethOr.org
ORbits@TempleBethOr.org
Scrip@TempleBethOr.org
Webmaster@TempleBethOr.org

DATE OF BOARD APPROVAL: 6/1/05

DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Keeping electronic versions of information at Temple

It is the responsibility of each Temple Beth Or officer or standing committee chair to insure that a copy of any vital information that they may generate is on the Temple's computer system. This information includes the By Laws; TBO Board and General Membership Meeting minutes, policies and procedures; all information in the Board Manual; membership personal and financial information; a sample of the ORacle to use as a template; and whatever additional information an officer or chair may deem to be vital to the smooth future operation of the Temple. This digital information can be in its original format unless otherwise directed by the Office Manager or Temple President. Information not already residing on the Temple computer system should be copied to that system at least once a year, and before the end of each officer's or chair's term of office or commitment. The purpose of this policy is the short-term storage of documents and information so that they may be easily searched and/or modified. Paper may still be the best choice for long-term archival storage.

DATE OF BOARD APPROVAL: 1/14/99

DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Mailings

With the exception of the ORacle, any mailing from a committee sent to the entire membership should state clearly on whose authority the mailing was sent.

The following are authorized to make use of the Temple Beth Or membership mailing list as long as the origination of the mailing is clearly stated as per the Governing Board Policy dated 11/17/94: (adopted 12/8/94)

Rabbi

President

Vice President

Chairperson (or their representative) of each standing committee

BOTY adult advisor

ORacle Editor

Chairperson of any other ad hoc committee as authorized by the Governing Board to use the mailing list at the time the committee is created.

DATE OF BOARD APPROVAL: 11/17/94, revised 7/05

DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Master Calendar Submission Guidelines

It is important that the Temple Beth Or Master Calendar be up-to-date and as accurate as possible. The reason for this need is to a) keep membership informed and active; b) maximize the use of facilities and resources; and c) eliminate errors and problems that could occur due to inaccurate scheduling.

In order to keep the Temple Beth Or Master Calendar complete, accurate, and timely, ALL activities that use Temple Beth Or resources or are targeted towards any member of the congregation should be submitted to the Calendar Coordinator for scheduling. Below are guidelines for submitting calendar items to the Calendar Coordinator.

- Where possible, check the Temple Beth Or Master Calendar on-line at www.templebethor.org prior to submitting any requests. This will allow you to see what other items, (holidays, events, services, etc.) are on, or near, your proposed scheduling dates and times.
- Only ONE PERSON from a committee should assume responsibility for submitting calendar items. This removes confusion for both the committee and the Calendar Coordinator.
- The ONE PERSON from the committee that is submitting schedule items should only submit items that are hosted or controlled by that committee.
- Submit schedule items as early as possible. If you think you might be scheduling an item for a time/date, let the Calendar Coordinator know as soon as possible. It is easier to move a date than to come back and find out it isn't available anymore because of another scheduled item.
- For calendar items that are "cross committee" (multiple committees involved), it is necessary to select which committee is going to take primary responsibility, and hence, officially schedule an item.
- An item that is without committee sponsorship, but needs to be on the calendar due to the fact that it uses Temple Beth Or resources (such as the Regional URJ meeting at the Temple), should be submitted only by a representative of the Executive Board.
- Items that are "nice to know," but don't directly affect Temple Beth Or, such as the URJ Biennial should not show in calendar requests.
- The Temple Beth Or Master Calendar Coordinator has primary authority for scheduling. The Temple President has final authority over all Temple activities, scheduling, and calendar control.

DATE OF BOARD APPROVAL: 6/1/05

DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: The ORacle's Purpose and Policies

PURPOSE:

The ORacle's primary function is to disseminate information to the Temple Beth Or membership about the Temple's:

- worship services
- meetings
- events
- policies
- committee activities
- yahrzeits; and
- donations to the Temple.

A secondary purpose of The ORacle is to publish information concerning events and activities of the larger Jewish community as well as non-Jewish community activities of importance to Temple Beth Or members.

POLICIES:

SUBMISSION DEADLINE

Due dates for ORacle article submissions will be determined annually by the ORacle editor/board member. These dates will be communicated to all governing board members, put on the master Temple Beth Or calendar, and published in the ORacle. The editor has the right to refuse/postpone any submission received after the deadline.

12/98

ORACLE EDITING

The editor/Oracle committee chairperson will have the right and responsibility to edit all submissions for spelling, grammar, conciseness, accuracy, timeliness, length, and placement within the newsletter.

12/98

ARTICLE SUBMISSION PROCEDURES

The editor will communicate to the board and in the ORacle procedures for article submission.

12/98

P.O. COMPLIANCE

The editor will ensure compliance with all P.O. regulations for non-profit mailing status.

12/98

MAILING

The ORacle will be mailed so that it is likely to be received by the beginning of each month.

12/98

THE Temple Beth Or MAILING LIST

All Temple Beth Or members and selected organizations (as determined by the ORacle editor) will be included on the Temple Beth Or mailing list. Also included, for a three-month period, will be any non-member requesting the ORacle. Subscriptions for non-members may be continued for a subscription donation of \$15 per year. Addresses to be dropped from the Temple Beth Or mailing list include:

- Previous members (after a three month "grace period")
- Non-members who have not subscribed (after a three month "grace period")

12/98

ORACLE YAHRZEIT LIST

Yahrzeits will be listed in the ORacle for current members only (due to space restrictions).

12/98

ORACLE INSERTS

A copy of any inserts (ie: flyers) for the ORacle must be submitted at the time of the Oracle deadline in order that it may be proof-read. Corrected flyers must then be photo copied and delivered to the Temple office (or

other agreed upon location) before the end of that week. Anyone submitting a flyer must check with the ORacle editor as to the number of inserts to print. The ORacle editor will not be responsible for copying the flyer. The committee concerned will be responsible for copying and the cost of copies. No mention of the flyer will be made in the ORacle unless photo copies are received by Thursday of the deadline week.
1/99

DATE OF BOARD APPROVAL: 1/14/99 and 2/16/99 / AFFIRMED 6/1/05
DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Temple Beth Or Name Reference

All references to Temple Beth Or in all of our written policies and communications shall be “Temple Beth Or” not TBO.

DATE OF BOARD APPROVAL: 4-6-05
DATE OF GENERAL MEMBERSHIP APPROVAL: N/A

Policy: Use of Congregation-Wide Email Distribution

Temple Beth Or wishes to take advantage of the fast, easy, and somewhat reliable method of communication provided by electronic mail or “email.”

Effective January 2001 the Temple Beth Or congregation-wide official email distribution mechanism will be known as ORbits. The goal of ORbits is to connect with membership via short, timely, TBO-specific vital information or alerts or reminders.

There are some basic principles that need to be considered for the use of ORbits.

- 1) The entire congregation is not email enabled. As of the time of drafting this policy, approximately 65% of membership households in the congregation have provided an email address. Also, the nature of email makes it such that it does not assure that each member of the household will have an opportunity to view the electronically distributed information. Hence, ORbits cannot be considered a replacement to Temple-wide letter mail or telephone contact.
- 2) Excessive amounts of email from a single source are considered “spam” and can create a negative impression with the recipients. Hence, congregation-wide email distribution (ORbits) should be controlled such as to deliver focused, timely, periodic information to membership.
 - a) To provide centralized control and effective, consistent messaging, all ORbits communications must be approved by the Temple President or designee.
 - b) ORbits is to be published no more than once per week except in the case of an emergency (i.e. Telephone Tree activation).
 - c) ORbits will not be used to champion causes or activities not specific to Temple Beth Or. To support religious study, the local community, or Reform Jewish community, ORbits may include a short (one sentence)

introduction to a hotlink for alternate resources. (i.e. Shabbat Table Talk for the week can be found at <http://www.uahc.org/shabbat/hashavua.html>.)

3) E-mail is an additional communication path to an individual and needs to be provided the same type of respect for privacy as we do for addresses and phone numbers. Hence, a list of email addresses is considered confidential, private information.

a) ORbits should be distributed in a manner such as to protect that privacy. All bulk email's should be sent "BCC:" or blind-carbon-copy. This prevents the exposure of an individual's email address and also the annoyance of receiving multiple additional email's should any of the other recipient's accidentally do a "Reply All" to the Temple Beth Or email message.

b) Each Temple Beth Or member has the option of notifying the office of their email address for listing and publication; restricting that email address to only Temple Beth Or 'official' communications (i.e. not published in Temple Beth Or Telephone Directory); or removing themselves from the directory and/or from such congregation-wide communications.

c) Each ORbits must include information for the recipient on how, or whom to contact, to be removed from the distribution list.

DATE OF BOARD APPROVAL: 3/6/01 / AFFIRMED 6/1/05

DATE OF MEMBERSHIP APPROVAL: N/A

Policy: Web Site Posting Authorization

The Rabbi, Vice President of Membership, Vice President of Finance, Vice President of Programming and Secretary will be authorized to update the Temple Beth Or web site for areas specific to their purview. The President and Communications Chair will be authorized to post to the entire site.

Committee Chairs and congregants will submit postings to the appropriate individual listed above who will be responsible for editing and determining appropriateness for inclusion on the web site.

PREVIOUS POLICY

There is currently no other policy on this issue.

PURPOSE/BACKGROUND

The purpose of this policy is to establish and define who is to have access to the Temple Beth Or web site and authorization to post information.

Since switching server providers updating and maintaining our web site no longer requires specifically technical ability. To ensure that the web site is up-to-date and current this policy proposes that its maintenance not be relegated to one person, but match our functional areas as expressed through our Governing Board configuration.