

# COPESD Protocol Change: Improving our Email Practices

## GOALS: Reduce Email Volume Improve Email Quality

### Strategy 1: Send Less—Get Less! Ask Yourself:

1. **Is it needed?** Does my busy recipient *truly* need this email to do his or her job?
2. **Can it be sent through the COP Connect every other Friday?**
3. **Is it appropriate? Compliant? Professional?** With FOIA, it could be on the front page of the newspaper and MLive.
4. **Is it targeted?** Decrease *Reply to All* and distribution lists.



### Strategy 2: Improve Email Quality

Reduce processing time and enhance clarity and accuracy.

1. **Subject must be clearly written and specific to streamline workflow and focus.** For group email, include **Response Required** or **No Response Needed**
2. **Sculpt the Body** - use **A, B, C** format when action is required from more than one recipient: **A**ction **B**ackground **C**lose  
**Use brief, warm greetings** (less than 8 words)  
**Action Summary** is one sentence that summarizes the specific action, purpose, or key point of your email  
**Background:**  
 Chunk your key points with bullet points or numbers if sequential task  
 Define and limit attachments - Use web links instead!  
 Keep emails concise  
**Close** - niceties, next steps, well crafted auto signature
3. **Ending with a signature**  
 Include your name, full title, and contact information

### How Much Time Could YOU Save By Reducing Email by 20%

Emails Sent & Received Daily	Annual Emails	Days Spent on Email	Days Saved with 20% Reduction
20	4,800	20	4
30	7,200	30	6
40	9,600	40	8
50	12,200	50	10
60	14,400	60	12
70	16,800	70	14
80	19,200	80	16
90	21,600	90	18
100	24,000	100	20

**TIP:** **STORE LESS—FIND MORE**  
 Aggressively delete any message that has limited future value

### A-B-C Email Quality Tool

<b>STRENGTHEN SUBJECT</b>	To: Action-takers
	Cc: Stakeholders
	Subject: Clear and specific
<b>SCULPT BODY</b>	Attach: Limit & explain attachments Use links
	<b>Brief, Warm Greeting</b> <b>Action Summary:</b> • Specific action, purpose, & response time
	<b>Background:</b> • Clear, concise & relevant • Bullet points & numbers • Clear, bold paragraph titles <b>Close:</b> • Next steps & niceties • Auto signature

Based on the book: *The Hamster Revolution: How to Manage Your Email Before It Manages You* by Mike Song, Vicki Halsey & Tim Burress

**Together we can send and receive less email  
and make the email we send more actionable...  
all while improving communications!**