



# Ottawa County

Administrator's Office

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**Date:** July 20, 2021

**To:** President Rebecca Fleury & MME Board of Directors

**From:** Al Vanderberg, Chair, MME Listserv Community Guidelines Task Force

**Subject:** Final Report

I am pleased to inform you that the MME Listserv Community Guidelines Task Force has completed its work and hereby submits the following report to the MME Board of Directors. Please let me know if you believe the report to be complete or whether there are other areas that you and Board believe need to be vetted further.

The Task Force Mission as stated in the MME Strategic Plan adopted by the MME Membership is as follows:

## CHARGE

**The purpose of the Listserv Community Guidelines Task Force is to develop a set of guidelines that enhance the sense of community among members visiting the Listserv and make a recommendation to the Board for any desired changes.**

## SPECIFIC RESPONSIBILITIES

- This task force would research what other guidelines exist to support a positive environment on the Listserv.
- The task force could use the guidelines developed in 2019 for MME by John Shay as a starting point for a revised proposed set.
- The task force would also develop procedures for the implementation of the guidelines and what would happen if the guidelines are not followed.
- The task force would solicit feedback on the guidelines and the implementation procedure from the MME membership.
- The task force would revise the guidelines and implementation procedure and make a recommendation to the Board.

## TASK FORCE MEMBERSHIP

Al Vanderberg, Chair  
Jack Duso, Vice-Chair  
Patricia Rayl, Secretary  
Wendy-Jean Buhrer  
Bill Cousins  
Josh Eggleston  
James Freed  
Tutt Gorman  
Gregg Guetschow  
Joe Hefe  
Sheryl Mitchell Theriot  
Julie Wojtylko

Staff Assistance:  
Alan Levy, The Nonprofit Spot/Goaltrac

## RECOMMENDATIONS

### Recommendations

The following recommendations were adopted by the task force:

#### 1. Listserv Purpose

The Management Forum is a limited subscription discussion list designed as a resource for its subscribers for the purpose of sharing local government information, documents, experiences, questions and answers, and notification of official events specific to the professionally managed local government units in a professional manner consistent with and in compliance with the ICMA Code of Ethics.

#### 2. Listserv Guidelines

##### MME Listserv Guidelines

##### Listsrv Etiquette

- Only send a message to the Listserv that everyone can benefit from. Likewise, when responding it should be a response that everyone can benefit from.
- Include signature block on all messages. Include your name, affiliation, location, and email address.
- State concisely and clearly the specific topic of the comments in the subject line. This allows members to respond more appropriately to your posting and makes it easier to search the archives by subject.
- Include only the relevant portions of the original message in your reply, delete any header information, and put your response before the original posting.
- Send messages such as “thanks for the information” or “me, too” to individuals---not to the entire List. Do this by using your email application’s forwarding option and typing in or cutting and pasting in the email address of the individual to whom you want to respond.
- Messages posted to a Listserv must relate to the issues and business of the entity for which the Listserv was established.
- Spell check your message before sending.

- Reread your message before hitting send, make sure it includes everything you want to include. Multiple messages to finish a thought can be frustrating for the other members of the Listserv.
- If you have a new question or train of thought start a new email or change the subject heading to signal a change in subject.
- Do not subject any Listserv member to a personal attack. If a message or topic angers you, wait until you are calm before responding. Consider calling the individual or waiting until you next meet them in person to discuss the issue at hand. Much nuance is lost without face-to-face contact to read body language.

### Listsrv Content

- Do not post anything containing profanity or profane acronyms.
- Do not post partisan political messages that advocate a particular viewpoint, including links to articles and editorial pieces, unless they relate to a legal issue and the need to place it in context.
- Do not post materials, such as newsletters and related content, generated by a for-profit entity.
- Do not post any message, data, information, text or other material that is unlawful, libelous, defamatory, obscene, pornographic, indecent, lewd, harassing, harmful, invasive of privacy or publicity rights, abusive, inflammatory, threatening, offensive, vulgar or otherwise injurious to third parties, or that would constitute or encourage a criminal offense, create any liability or violate any local, state, national, or international law or regulation.
- Do not post any content such as charity requests, chain letters or letters relating to pyramid schemes, advertising or solicitations for funds, political campaigning, and mass mailings.
- Do not post any harmful content including without limitation, viruses, Trojan horses, worms, time bombs, zombies, cancel bots, or any other computer programming routines that may damage, interfere with, surreptitiously intercept, or expropriate any system, program, data or personal information.
- Do not post any email received from someone else without their expressed permission to do so.
- Do not post any copyrighted material without the permission of the copyright holder.
- Do not post congratulatory comments to the Listsrv. Instead, send a private congratulatory email to the individual deserving the congratulations.
- The Listsrv is a member resource. Forwarding list postings to non-members is not permitted.
- When sending out survey style or poll style questions, please ask for any responses to be sent to you individually. You are encouraged to consider setting up a free online survey (i.e. surveymonkey.com) so that other Listsrv members can respond there directly. It would be appreciated if any data compiled from responses could be shared with the Listsrv directly.

Consistent with the approved “mission statement” or “purpose” of the Listsrv, any list of guidelines should stress the proper use of the Listsrv to achieve its mission. In addition to the above stated etiquette and guidelines, Listsrv members should be made aware of how to use the software to their benefit as well as the benefit of other Listsrv members. Instructions for accessing and searching the archives as well as setting functions such as digest should be sent to each subscriber.

### 3. Listsrv Membership

Membership should be limited to managers and assistant managers who are full, professional MME members, lifetime members, or retired members.

### 4. Creation of Second Listsrv for Social Purposes

The Task Force recognized that there needs to be a forum for other municipal employees, Next Gen, 16/50 members and those entering the profession to network with managers and assistant managers. The Task Force recommends that a second listserv be created for that purpose.

**5. Member List on Website**

The Task Force recommends creating and maintaining a list of members and contact information on the MME website so that members have an easier way to contact each other outside the framework of the Listserv.

**6. Update MME Application for Membership Form**

The Task Force recommended updating the membership form to match the Listserv Membership recommendation (#3 above) and that an oversight process be put into place to make sure that actual membership does not slip from the intended membership as defined in this recommendation. It was suggested that President Elect serve as moderator both in order to equip that person to serve with more Listserv knowledge and experience when they become experience and to deflect criticism from the President.

**7. Continuance of MME Listserv Community Guidelines Task Force**

The Task Force recommends continuing the Listserv Task force for at least one year after the new policy goes into effect. The Task Force would review the results of the policy and determine whether it is good as adopted or whether any other measures such as sanctions need to be developed. The Task Force would also continue to assist the MME Board with implementation and be a resource to the President-Elect.

**CONCLUSION**

I would like to thank the members of the MME Listserv Community Guidelines Task for their engaging, thoughtful, diligent work to create a set of guidelines that should help to establish and maintain a higher sense of professionalism and comradeship among managers and assistant managers who utilize the Listserv.

We look forward to MME Board Review and feedback and it was an honor to serve the profession in this manner.