MANAGING EMAIL:
IN A RECORDS & INFORMATION MANAGEMENT ENVIRONMENT

IS E-MAIL A RECORD OR NOT?
Well that depends...

...what we have to understand is that email is not a record type or series, but is a means of conveying information similar to the United States Postal Service...
E-MAIL STORAGE OPTIONS

- On-line Storage
- Near-line Storage
- Off-line Storage

On-line Storage...

**Pros:**
- Maintains full functionality of the email message
- Timeliness of searchability, access, & reuse

**Cons:**
- Costly
- Unable to “fix” as a record
- Manually manage lifecycle
- System performance
NEAR-LINE STORAGE

- **Pros:**
  - Ability to “fix” the email as a record
  - Automated lifecycle management
  - Timeliness of searchability and access

- **Cons:**
  - Costly
  - Potential loss of functionality for reuse as an “email”

OFF-LINE STORAGE

- **Pros:**
  - Ability to “fix” the email as a record
  - Ability to integrate one’s paper-based and electronic recordkeeping systems

- **Cons:**
  - Loss of functionality for reuse as an “email”
  - Potential loss of metadata
  - Loss of searchability and multiple access points
  - Manually manage lifecycle
MANAGING EMAIL:

MANAGEMENT GUIDELINES & APPROPRIATE PRACTICES

EMAIL STORAGE STRATEGIES

Storage depends on retention period....
**WHO KEEPS THE MESSAGE?**

- Identifying “Record Copy” key to email management
  - Usually the Sender and intended Recipient maintain the Record Copy
  - Multiple recipients (especially CCs & BCCs) should not retain the message

**HOW DO WE FILE E-MAIL?**

- **...by Retention Time...**
- **...by Record Series...**
- **...by Project, Subject, etc...**
**EMAIL USAGE TO FACILITATE MANAGEMENT...**

- Categorizing and managing email is much more straightforward when we utilize intelligent and information rich "Subject Lines".
- Subject lines typically treated as SPAM or a potential virus containing email:
  - “Hi!”
  - [No Subject]

**EMAIL USAGE TO FACILITATE MANAGEMENT...**

- **BAD:**
  - Minutes
  - Available?
  - Meeting
  - Email Question

- **GOOD:**
  - Minutes Executive Committee 20100318
  - Minutes Executive Committee March 18, 2010
  - SIS Project Meeting Tuesday (7/4) @ 2PM - Are you available?
  - Main Street Project Meeting Tuesday (7/4) @ 2PM - Agenda Attached
  - Need advice regarding email management
MANAGING E-MAIL:

ADDITIONAL CONSIDERATIONS

PUBLIC RECORDS CHALLENGES

- Accessibility in native format...
- Maintained in a manner to preserve contextual information...
- Maintained in a manner to facilitate access & retrieval...
ROLES & RESPONSIBILITIES...

- ...must be clearly defined to ensure compliance with Ohio & Federal law...
  - Identify Roles...
  - Determine responsibilities...
  - Adopt & implement procedures...

ROLES & RESPONSIBILITIES...

- Train staff
- Monitor compliance regularly
- Preserve data integrity, confidentiality and physical security
ENSURE THE FOLLOWING...

- ...up-to-date systems documentation
- ...appropriate system security
- ...ability to retain data and audit trails

ENSURE THE FOLLOWING...

- Rules of evidence require that the system be reliable...
  - ...to assist in litigation
  - ...to ensure admissibility in court
  - ...to demonstrate that an organization adheres to its records management policies and procedures
- System administrator has authority and capability to institute a “legal hold” process
ENSURE THE FOLLOWING...

- Record copy is identified and maintained
- Backups are regularly...
  - ...performed
  - ...consistent
  - ...coordinated with disposition
  - ...are not being used as an archive

MANAGING EMAIL:

CONCLUSION