

# Effective Email *Management*

Kathryn Hammond Baker

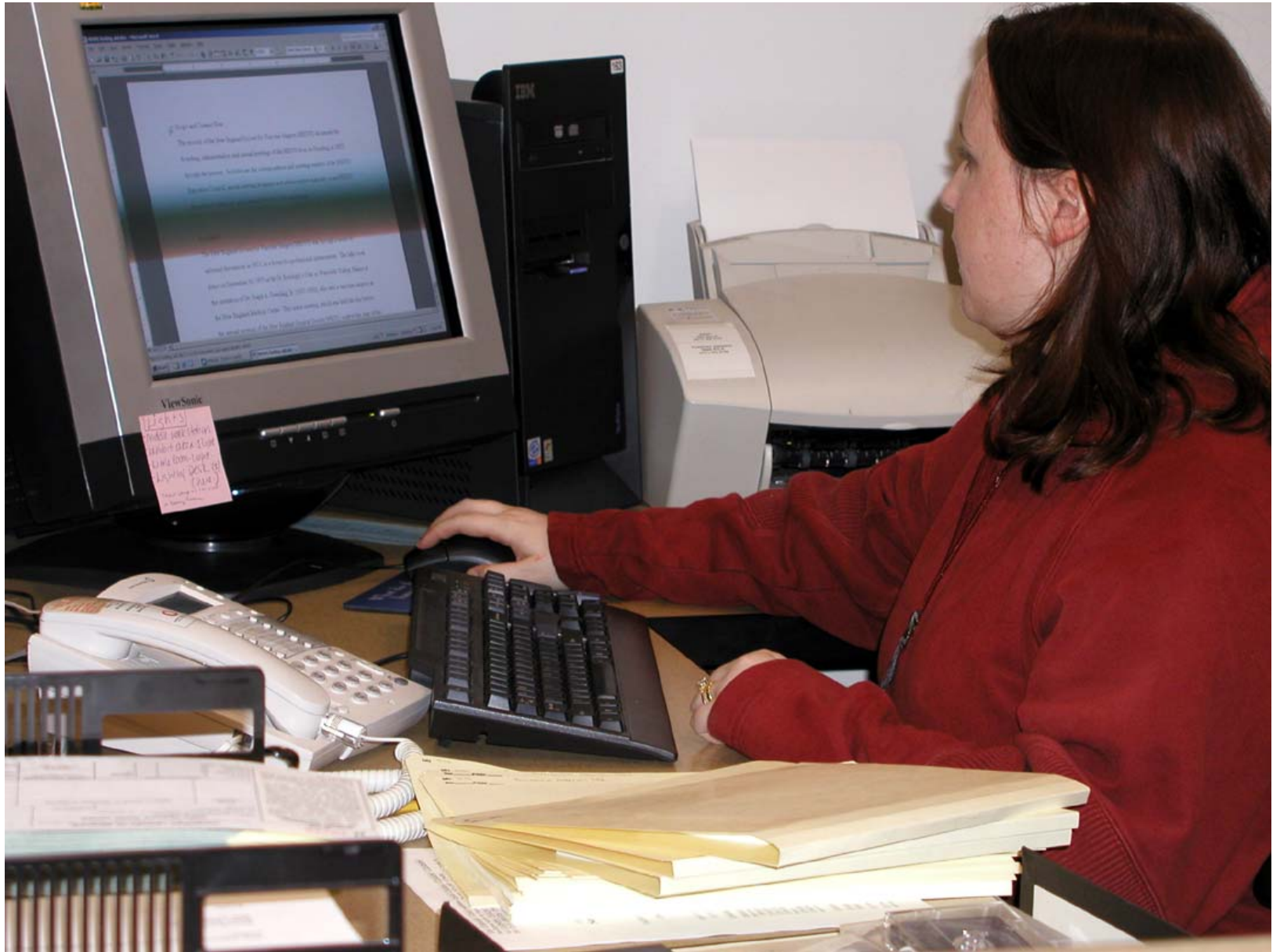
Countway Library

& Lauren Kreisberg

HMS Office of Information Technology

# What's it like in *your* department?

- Does this look familiar?



April 14, 2005

Effective Email Management

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# What's it like in *your* department?

- Lots of records & information
- Multiple hybrid systems
- Multiple communications systems
- Records created to carry out University business, hospital business, independent intellectual inquiry, private life....
- Outlook in the office, from off-site....

# What are your questions?

- Is it a record?
- What rules apply?
- What do you keep?
- How long do you keep it?
- How do you organize it?
- Where do you keep it?

# Is it a record?

Remember Oliver North?

Remember Bill Gates?



# What institutional rules apply?

- Hospital:
  - Ownership?
  - Disposition?
- University:
  - University records are the property of the University
  - Records may be destroyed only in accordance with the procedures of the University Archives
    - *Vote of the Harvard Corporation of March 13, 1995*

# What *other* rules apply?

- Requirements of research sponsors
- Pending or ongoing litigation, audit or investigation
- Departmental policy
- Others unique to your research, consulting, or association activities

# Bottom line:

You are responsible for managing these records

“Managing” means:

- Identifying substantive emails and
- Preserving their integrity and accessibility
- For the full period of time they are needed

# Draw the Line...

## STRAFE

1. **Stop** -- reduce incoming volume (filters, etc.)
2. **Toss** -- don't read more than you have to
3. **Refer** -- send to others for action & follow up
4. **Act** -- take action quickly
5. **File** -- if your actions should be documented
6. **End**

# What do you keep?

Emails that:

Have future consequences.

May influence future decisions or actions.

Serve as part of an audit trail that documents and clarifies a decision or action.

# For example....

- Toss:
  - Acknowledgements
  - Announcements
  - Arrangements inquiries
- Act and File:
  - Authorizations for expenditure
  - Agreement negotiations and finalization
  - “Case file” interactions

# How long do you keep it?

- For example, for University records, consult the General Records Schedule at <http://grs.harvard.edu/>
  - Common records
  - In all media
  - Functionally organized

# How long do you keep it?

## **Agreement negotiations and finalization:**

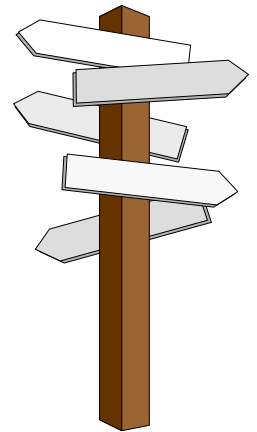
- Sponsored projects: 6 yrs after closing:  
GRS 3600

## **“Case file” interactions:**

- Staff personnel: 6 yrs after separation:  
GRS 0675

# How do you organize it?

- No or few folders
  - Faster filing
  - Faster searching if numbers are low (< 1500) & searches are manual
- More than a few folders
  - Faster manual searching within a folder
  - Faster searching if automated across folders
  - Context (related messages together)
  - Rapid disposition
  - Controls mailbox size (see Tools-→ Mailbox cleanup)



# Email filing tips

- Folders should contain folders or messages– not both
- Create directories and subdirectories (folders and folders within folders) based on the functions and activities of your department and position
- Mirror paper-based and electronic filing systems when possible

Inbox - Microsoft Outlook

File Edit View Favorites Tools Actions Help

New Reply Reply to All Forward Send/Receive Find

Type a question for help

Back Inbox Address

From	Subject	Received	S
Bednar, Chris	RE: inquiry	Wed 1/21/2004 1...	2
Copenhagen, Eliz...	ARM 1/26	Wed 1/21/2004 9...	2
		Tue 1/20/2004 6:...	1
		... Tue 1/20/2004 5:...	8
		Tue 1/20/2004 3:...	2
		... Tue 1/20/2004 2:...	1
		Tue 1/20/2004 12...	3
Paul Bauman	RE: February visit to HMS	Tue 1/20/2004 10...	5
Thomas Ma	RE: meetings' schedule	Tue 1/20/2004 10...	3
Annette L. Deme		9:...	5
Webber, Donna		9:...	5
Hunt, Virginia Ar		1:...	5
Graham, Rebecca		1:...	2
Castaldini, Sandr...		1:...	4
Joseph M.	Follow-up from Wednesday's	5/2004 10:...	5
		/2004 10:...	4
		/2004 10:...	5
		Thu 1/15/2004 6:...	4
		Thu 1/15/2004 5:...	4
		Thu 1/15/2004 4:...	1
		Thu 1/15/2004 4:...	4
		Thu 1/15/2004 4:...	3
		Thu 1/15/2004 4:...	1
		Thu 1/15/2004 3:...	1
		Thu 1/15/2004 3:...	6
		Thu 1/15/2004 12	4
		Thu	

Outlook Shortcuts

Folder List

- Archive Folders
  - AS
  - AWM
  - Deleted Items
  - Inbox (16)**
  - Outgoing
    - 2003
    - 2004
  - Quad bulletin
  - RBSC
    - Acquisitions
    - policy development
  - Records management
    - Electronic records
      - projects
      - trainings
    - RMO decisions
  - Resources & correspondence
  - Sent Items
  - simmons
  - SPAM
- Outlook Today - [Baker, Kathryn H
  - Calendar
  - Contacts
  - Deleted Items (1)**
  - Drafts
  - Inbox (2)**
  - Journal
  - Notes
  - Outbox
  - Sent Items
  - Tasks
- Public Folders

Outlook Today

Inbox (2)

Calendar

Contacts

Tasks

Notes

Deleted Items (1)

My Shortcuts

Other Shortcuts

185 Items, 2 Unread

8 of 24 - Clipboard  
Item not Collected: Delete items to increase available space

**Routine "completed emails" of short term value**

**Messages to be deleted or acted on and filed**

**Substantive messages organized in directories that mirror paper-based or electronic filing systems**

# What if it hasn't been organized before?

- Build new structure
  - Isolate backlog
  - Pull referenced emails forward
  - File forward
- Build new structure
  - Create rules
  - Apply rules retrospectively on backlog
  - File forward

# Where do you keep it?

- What are the choices?
  - In the email account
  - On the desktop
  - Paper files
  - Central paper files
  - Shared workspace

# Where do you keep it?

Retention + Access + Risk = Storage choice

**Retention: How are records used?  
How long must records be retained?**

**Access: Who uses them now? in future?**

**Risk: Are there liabilities associated with loss?**

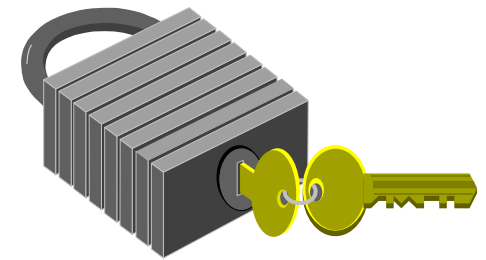
# Where do you keep it?

- Longer retention, core activity, or used with related records
  - File in electronic or paper-based **record keeping system**
- Colleagues use records now or in future
  - File in **shared** electronic workspace or central files
- Liabilities associated with loss
  - File in **documented** electronic or paper-based record keeping system

# Ideally:

Substantive emails

- generated from core activities
- are retained centrally
- with related records
- in a documented paper-based or electronic record keeping system



# When copying emails, capture:

- Header (metadata)
  - Sender
  - Recipients
  - Routing
  - Format in which transmitted
  - Date and time of transmission & receipt
- Message
- Attachments

# What your department can do

- Define “substantive” email and how it should be managed
- Establish shared workspace/central files
  - Determine filing rules and organization of directories/subdirectories or folders
  - Document the record keeping system
- Provide access controls for official records
- Back up and migrate records in the workspace

# What you can do

- Inquire about your department's policies
- “STRAFE” your email account
  - Apply University and departmental guidelines for destruction/retention
  - Identify “substantive” email
  - Consider access needs
  - File email appropriately

# Effective Email Management

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# Email Management

Using Folders and Rules in  
Microsoft Outlook 2000/XP

# Agenda

- Creating folders
- Finding and selecting messages
- Moving messages into folders
- Creating and using rules for automatic message management

# Creating Folders

- If the Folder List is not displayed, select **View, Folder List** from the menu.
- Right-click in the folder list pane, select **New Folder...** from the pop-up menu.
- Enter a name for the folder.
- Under “Select where to place the folder”, click to highlight the location where the new folder should be created.
- Click **OK** or press **Enter**.

# Moving Folders

- Click once on the folder to be moved.
- Press and hold the mouse and drag the selected folder on top of the destination folder.
- When the destination folder comes highlighted, release the mouse button.

# Checking Folder Size

- For a single folder:
  - Right-click on the folder
  - Choose **Properties**
  - Click **Folder Size...**
- For all folders in your account:
  - Right-click on Outlook Today, select **Properties** and then click **Folder Size...**
  - OR
  - Choose **Tools, Mailbox Cleanup** from the menu
  - Click where prompted (“Click Here”) to display all the folder sizes

# Finding Messages

- Choose **Tools, Find** from the menu or press **Ctrl-E**.
- The Find toolbar will display above the folder listing
  - In the **Look for:** text box, enter the search criteria.
  - To choose a different folder, click the **Search In** prompt and select another or additional folder(s).
- Click **Find Now** to perform the search.
- Messages that match the specified criteria will display.
- To view the entire folder again, click the **Clear** button on the Find toolbar

# Sorting Messages

- Click a column heading to sort in ascending order
- Click the column heading again to sort in descending order
- Columns:
  - Priority
  - Status
  - Flagged for follow-up
  - Attachments
  - Sender Name (From)
  - Subject
  - Message time stamp (received)

# Flagging Messages

- Use outlook's Follow Up feature to be reminded to follow up with an email request or referral.
- Right-click on message and select **Follow Up...**
- Select a due date and time.
- Click **OK**.
- A reminder window will display at the date and time indicated.

# Selecting Messages

- Click once on any message subject line to select a single message.
- To select multiple non-adjacent messages, press and hold the **Ctrl**. Key and click on additional messages.
- To select a message range, press and hold the **Shift** key and click another message subject line.

# Moving Messages into Folders

- Drag the selected messages to the desired destination folder. When the destination folder becomes darkened, release the mouse button.
- Choose **Edit, Move to Folder...** from the menu. Highlight the destination folder and click **OK**.
- Click the **Move to Folder** tool on the the Standard Toolbar or press **Ctrl-Shift-V**. Highlight the destination folder and click **OK**.

# Saving Messages

- You can save messages in text (.txt) or HTML (.htm) format.
- Text and HTML formats can be read by either Microsoft Word or Internet Explorer.
- Open the message and choose File, Save As...
- Select the desired format and location.
- Click **Save**.

# Creating Rules

- Right-click on the email message that you want to create a rule for and select **Create Rule...** from the pop-up menu.
- Select the conditions for the rule.
- Select the action for the rule.
- Indicate any exceptions for the rule.
- Name the rule and specify when the rule should run.
- Click **Finish**.