

This is a new policy.

SHHA Email Communications Policy

Approved by the Communications & Publications Committee: June 22, 2026

Purpose

SHHA maintains email communication channels to provide timely and relevant information to residents.

Residents have entrusted SHHA with their contact information and attention. SHHA therefore has a responsibility to be a careful steward of both. Excessive, repetitive, or low-relevance email communications reduce the effectiveness of important messages and increase the likelihood that residents will ignore or unsubscribe from future communications.

Association-wide email communications should be used thoughtfully and only when they provide clear value to a substantial portion of the community.

Communication Preferences

SHHA maintains multiple optional email distribution lists with varying purposes and frequencies.

As of 2026, the three mailing lists are:

- Frequent Updates (estimated ~1 email/week)
- Essential Updates only (estimated ~1 email/month)
- GRIT e-delivery (1 email/month)

Residents may manage their communication preferences or unsubscribe from optional email communications at any time through: <https://sandiahomeowners.org/newsletters>

Appropriate Uses

Association-wide email communications may be used for:

- Official SHHA business.
- Board announcements and decisions.

- Annual meetings, elections, and voting matters.
- Committee announcements and activities.
- Community safety information.
- Significant neighborhood issues affecting a substantial portion of residents.
- Time-sensitive information of broad community interest.
- Major community events sponsored by or involving SHHA.

Generally Inappropriate Uses

Association-wide email communications generally will not be used for:

- Lost pets.
- Garage sales.
- Individual resident announcements.
- Personal requests.
- Business promotion or advertising.
- Political campaign activity or advocacy.
- Religious advocacy.
- Matters affecting only a small number of residents.
- Content more appropriately distributed through The GRIT, social media, or other community channels.

The above list is not complete and does not create an obligation to distribute other types of content.

Approval Authority

All Association-wide email communications require approval before distribution:

- Routine communications related to SHHA operations may be approved by authorized staff acting within established procedures.
- Non-routine communications, resident requests, and communications intended for broad community distribution require approval from the Communications & Publications Committee Chair, the SHHA President, or their authorized designee.
- The approver may consult with the Executive Committee, Board, committee chairs, staff, or subject matter experts as appropriate.

Approval or denial of any communication request is at the discretion of the authorized approver.

Alternative Communication Channels

Content that is not approved for Association-wide email distribution may still be appropriate for:

- The GRIT.
- Community social media groups.
- Other communication channels.

Exceptions

In urgent situations involving community safety, legal requirements, emergencies, or other time-sensitive matters, SHHA may distribute communications outside the normal approval process as necessary.

SUMMARY OF PROPOSED CHANGES

This is a new policy.

The policy establishes criteria and approval requirements for Association-wide email communications.

It defines the types of content generally appropriate and inappropriate for distribution through SHHA email lists and establishes an approval process for email communications.

The intent is to ensure that SHHA email communications remain useful, relevant, and valued by residents while providing staff and volunteers with clear guidance for approving or declining distribution requests.