



Community Action of Allegan County  
Marketing Services for Contract Period  
August 2, 2021-July 31, 2023

**REQUEST FOR  
PROPOSALS  
RFP#2021MS**

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Community Action of  
Allegan County

MARKETING SERVICES RFP  
COMMUNITY ACTION OF ALLEGAN COUNTY  
Period: August 2, 2021-July 31, 2023  
**Implementation Timetable**

Public Notice.....	(June 18, 2021)
Request for Proposal Released.....	(June 18, 2021)
Bidders' Emailed Questions Accepted Until.....	(June 25, 2021)
Proposal Deadline.....	(July 19, 2021)
Service Implementations Begins.....	(August 2, 2021)

**Proposal Submission Check Sheet**

- Original and four (4) copies of the proposal
- Proposal Cover Sheet (Section III – Item A, and Exhibit A):
- Proposal Summary (Section III – Item B1):
- Proposal Narrative (Section III - Item B2)
- Detailed Budget (Section III – Item C, and Exhibit B)
- Three References (Exhibit C):

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## **SECTION I: GENERAL PROPOSAL STIPULATIONS**

### **A. PURPOSE AND SCOPE:**

Community Action of Allegan County (CAAC) is soliciting proposals for a Marketing Communications firm/individual to provide professional advertising, marketing, public relations, media planning/placement, website maintenance and assist with the development of the communications strategy of CAAC programs and services. This includes a variety of media campaigns, print publications, informational or educational communications, promotional items and video presentations covering various programs offered by CAAC. The Marketing Communications firm/individual may design, develop and implement collateral campaigns and strategies to market programs and services and increase local awareness to consumers, business enterprises, and public and private community agencies and interest groups. They may plan and develop an annual marketing, and communications plan to include the recruitment of employees and potential clients, and volunteers for utilization of CAAC services. They will maintain and enhance the CAAC website drive social media efforts and provide reliable, timely and strategic marketing that will promote the mission of CAAC.

Respondents are invited to submit demonstrated competence and qualifications of their firm for providing these services. The information contained within this document is intended to provide interested firms/individuals with the requirements and criteria that will be used to make the selection.

#### **1. LIMITATIONS**

Community Action of Allegan County, Allegan County Resource Development Committee (ACRDC), and the Community Action of Allegan County Board (CAACB) assume no contractual obligation as a result of the issuance of this RFP, the preparation or submission of a response by a Respondent, the evaluation of an accepted response, or the selection of finalists. This request for proposals and information does not commit CAAC, ACRDC, and CAACB to pay any costs incurred in the preparation of responses, to procure or contract for any service or services whatsoever, or to award a contract. The CAAC, ACRDC, and CAACB shall not be contractually bound until the CAAC, and the successful Respondent has executed a written contract for the performance of the work. CAAC reserves the right to accept or reject any or all

proposals received as a result of this request, to negotiate with any sources CAAC deems qualified, to fund qualified Respondents through alternative funding sources if the CAAC deems such alternative funding to be available and appropriate, or to cancel, in part or in its entirety, the request if it is in the best interest of CAAC, ACRDC, or the CAACB to do so. CAAC may require the proposing agency to participate in negotiations and to submit any price, technical, or other revisions to their proposals as may result from negotiations.

The terms and conditions of the RFP supersede and control those of the proposal or of any exhibits or attachments submitted by the Respondent.

## **2. PROPOSAL OWNERSHIP**

All proposals, including attachments, supplementary materials, addenda, etc. shall become the property of the County and will not be returned to the Respondent.

## **3. CONFIDENTIALITY**

All responses, inquiries, and correspondence relating to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation produced by the Respondent that are submitted to the CAAC, as part of the proposal or otherwise, shall become the property of the CAAC when received by the CAAC and may be considered public information under applicable law.

## **4. WITHDRAWAL OF PROPOSAL**

Proposals may be withdrawn in person by a Respondent, or authorized representative, provided their identity is made known, and a receipt is signed for the proposal, but **only** if the withdrawal is made prior to the stated proposal deadline. In the case of error by the Respondent in making a proposal, the Evaluation Committee may, at discretion, reject such a proposal upon presentation of a letter by the Respondent which sets forth the error, the cause thereof, and sufficient evidence to substantiate the claim.

## **5. EQUAL OPPORTUNITY**

The CAAC will make every effort to ensure that all Respondents are treated fairly and equally throughout the entire review, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

## **6. CONTRACT**

CAAC may award a contract or contracts, based on proposals received, without discussion of such offers. Accordingly, each proposal should be submitted on the most favorable terms from a price and technical standpoint, which the proposer can submit to CAAC. However, CAAC reserves the right to request additional data, oral discussion or presentation, in support of written proposals. Requests for additional information regarding the proposal have a five (5) working day limit on the time allowed to respond. All responses must be in writing. Failure to comply with this stipulation may result in an adverse consideration of the proposal.

If two or more organizations plan to share responsibility for carrying out the main work of the contract, then those organizations may partner as co-contractors or co-subcontractors with one organization being designated as the "lead." However, each organization will be equally responsible for performance and financial obligations including audit findings. This relationship need not result in a new legal entity being formed, but some form of a contractual relationship must be documented and submitted that reflects the roles and responsibilities of the parties.

In the alternative, if one organization will be responsible for the overall work of the contract, with other organizations performing separate and distinct functions to serve or aid that principal effort, then such other organizations must be procured by the contractor as subcontractors. Copies of all subcontracts must be included in response to the RFP.

Subcontractors could not be identified in a bid or proposal unless they were competitively procured for the intended purpose prior to the submission of the bid/proposal. To do so would jeopardize full and open competition. If a bid or proposal is submitted that identifies subcontractors or subgrantees, the identified parties must be properly procured or the bid/proposal must be rejected.

The terms and conditions of the final contract awarded supersede and control those of the RFP and of any proposal or of any of the exhibits or attachments submitted by the Proposer.

## **7. EXTENSION**

CAAC may offer extensions of this contract based on performance, continued need, adequate funding, and subsequent approval by the Community Action of Allegan County Board (CAACB). However, in the event that changes in Federal and/or State legislation or administrative directives should require significant changes in program operation; the CAACB may decide that a new competitive procurement is warranted.

## **8. FUNDING SOURCE & ADMINISTRATION**

All programs and services to be operated under this Request for Proposal will be funded under multiple state and federal grants or other applicable funding as allowed by law. Reductions or increases of the budget level may be necessary during the course of the contract based on increased or decreased levels of funding.

## **9. ACCOUNTING RECORDS**

Each Provider must maintain acceptable accounting records. An adequate system of managing funds and for keeping back-up data to support expenditures for audit purposes is the full responsibility of each Provider. CAAC will not contract with an organization or agency to deliver funded services or activities unless the organization or agency can provide, upon request, a statement that its accounting system meets generally accepted standards of accounting.

## **10. COST**

Please provide a detailed, itemized budget for the contract period: August 2, 2021– July 31, 2023. Only costs directly related to the delivery of services and properly supported with backup data and records will be allowable charges. Cost not to exceed \$20,000 annually.

## **11. INDEMNIFICATION/ASSURANCES AND CERTIFICATIONS**

Organizations or agencies submitting a proposal must be willing to sign a contract, which will provide a full indemnification and hold harmless of any liability of CAAC or its governing bodies for any services conducted by the contract agency. The contract will include a full statement of responsibility for reimbursing CAAC for any costs or expenditures which are disallowed in an audit, or for any other claims which might be made against the program operator by a customer or other interested party.

**12. NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITIES** Respondents who are awarded a contract shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment or participation because of race, color, religion, national origin, age, sex, disability, height, weight, marital status, political affiliation, beliefs, or citizenship.

**13. MONITORING**

Community Action of Allegan County will be monitoring, auditing, and evaluating all services throughout the contract period.

**14. TECHNICAL ASSISTANCE**

Assistance will be available via email as required to develop responses to this RFP. Organizations are, however, responsible for the content and for the development of their own proposals. Questions may be emailed to Mardi Noorman, at [mnoorman@communityactionallegan.org](mailto:mnoorman@communityactionallegan.org) until June 25, 2021. Responses will be made available upon request of any potential respondent.

**15. PROPOSAL SUBMISSION**

To be considered, four (4) copies (one with original signatures) of the proposal must be received in the Community Action of Allegan County offices at 323 Water Street, Allegan, Michigan, 49010, by 4:00 p.m., **July 19, 2021**. Instructions provided in this RFP document should not be submitted with the response. Responses should use affirmative language “will or shall” so that proposals may be easily converted to contract form. The Proposal Cover Sheet (Exhibit A) must be attached at the beginning of your submission. Review and sign all appendices where appropriate and submit with your proposal. Signatures shall be signed in blue ink. Any proposals received after the submission date and time will be considered void and unacceptable. The CAAC is not responsible for lateness of mail, carrier, etc., and the date/time stamp in the CAAC Administrative Offices shall be the official date and time of receipt. Proposals are sealed bids, and no changes will be made after submission.

**16. PROPOSAL EVALUATION / REVIEW CRITERIA**

All proposals will be rated by a review team that may include Community Action of Allegan County Board members and CAAC staff.



The selection of a proposal or proposals for contract award shall be made after a careful evaluation of the proposals received by members of the Review Team.

Each proposal will be evaluated for acceptability with emphasis on the various factors enumerated below:

<b>Proposal Conforms to Instructions</b>	<b>Three References (Exhibit C)</b>	<b>Experience (Section III B2)</b>	<b>Ability to Deliver Services Required (Section II, p. 10)</b>	<b>Budget (Section III C, p. 13, Exhibit B)</b>	<b>Total Score</b>
5 points possible	10 points possible	20 points possible	35 points possible	30 points possible	100 points possible

These proposal ratings will be used to formulate the committee's funding and bidder recommendations. CAAC staff will then complete contract negotiations with the selected provider.

NOTE: All proposals will be subject to a cost/price analysis.

**17. REVIEW AND APPEAL PROCESS**

All protests or appeals of funding decisions rendered by the CAAC and all complaints arising out of the administration of any contract shall be resolved in accordance with the CAACB Policy.

**18. TERMINATION FOR CONVENIENCE (TFC)**

The CAAC may terminate any contracts awarded pursuant to this RFP for convenience (TFC), which is an express termination right, in whole or in part, if the CAAC determines that cancellation is in CAAC's best interest. CAAC will not be liable for any anticipatory profit in the event of a TFC. Reasons for termination will be left to the sole discretion of CAAC.

Any such termination shall be instituted by delivery to the Subcontractor/Vendor of a written notice specifying the extent to which performance of the work under the contract is terminated and the date on which termination becomes effective.

## **19. CHOICE OF LAW.**

Any Contracts awarded pursuant to this RFP will be executed in the State of Michigan and shall be governed by Michigan law.

## **20. INSURANCE**

The Respondent must maintain the insurance coverage required by CAAC while any agreement is in force, including automatic renewal terms, and shall provide documentation of such insurance in a form satisfactory to CAAC when required.

## **SECTION II: SERVICES REQUIRED**

### **A. DESCRIPTION**

The successful Respondent will provide Marketing services, as needed, for CAAC Programs and Services. The Respondent will assist with a variety of media campaigns, print publications, promotional items and video presentations covering various programs offered by CAAC on an as needed basis.

#### **1. SERVICES.**

Such services may include, but are not limited to:

- a. Designing, developing, and implementing annual marketing plans to increase awareness and utilization of services available through CAAC
- b. Collaborating with the Directors and Program Supervisors to identify target populations and develop outreach and communications strategies and programs targeted to them.
- c. Ensuring that media utilization is cost-effective, applying quality assurance protocols to marketing and publicity campaigns.
- d. Developing and disseminating articles, brochures and other print and electronic media to publicize new department initiatives
- e. Designing, developing and producing multimedia and other presentation materials for delivery to target audiences.
- f. Creating public service announcements for broadcast media release.
- g. Serving as editor for a broad range of department reports and publications, writing and editing copy, selecting graphics, designing formats, and publishing.
- h. Developing and consulting around brand and marketing efforts across the region making the CAAC West Michigan more relevant and recognized.
- i. Ensuring compliance with CAAC marketing requirements identified in this RFP or

resulting from future policy changes.

- j. Performing other related duties as assigned.

In addition to the above state policy requirements, all social media disseminated by or on behalf of the CAAC must be approved by the CAAC administration and should conform to the requirements of the CAAC Social Media Policy (Exhibit D), the CAAC Computer/Internet Usage, Electronic Mail & Voicemail Policy (Exhibit E) attached to this proposal.

## **SECTION III: BIDDER'S PROPOSAL**

### ***GENERAL***

All Respondents must comply with the instructions below in preparing their proposal documents.

### ***A. PROPOSAL CONTENTS***

Each proposal must include

- Completed cover sheet (See Exhibit A)
- Proposal Summary
- Three Letters of Reference from current or former organizations the Respondent has serviced
- Proposal Narrative, not to exceed seven pages exclusive of the Proposal Summary, Completed Budget Proposal, and Three Letters of Reference.
- Completed budget proposal (see Exhibit B)

### ***B. WRITTEN RESPONSE FORMAT REQUIREMENTS***

The following documents should be completed in Double-spaced, Times New Roman; font size 11. Use affirmative language (words like "shall" or "will"), so the narrative can be easily converted into contract language.

#### ***B1. Proposal Summary:***

Provide a concise summary of your proposed services and methods of delivery, not to exceed 1 page.

#### ***B2. Proposal Narrative***

1. List the name, job title(s), experience and qualifications of the person(s) who will be assigned to work on this project. For each of these individuals, discuss their qualifications in terms of any applicable benchmarks set forth below:

- a. Experience in media relations and communications,
  - b. Experience in social marketing in business or human services organizations,
  - c. Knowledge of the principles and practices of communications and marketing,
  - d. Knowledge of the Community Action and Head Start public-private partnership structure, program functions, and collaborative operating process,
  - e. Knowledge of media business practice,
  - f. Knowledge of publishing practices and processes,
  - g. Knowledge of public relations principles and practices,
  - h. Experience working with spreadsheet, graphics, desktop publishing, website design, information architecture, photo editing and presentation software applications,
  - i. Ability to design and deliver professional-quality multi-media presentations to a variety of audiences,
  - j. Ability to consult with CAAC staff regarding marketing, branding and public relations best practices,
  - k. Experience complying with state policy requirements relating to advertising and marketing services for CAAC.
2. Describe how your organization will provide the services described in Section II, Required Services.

### ***C. BUDGET***

Provide a list of hourly fees for the employee(s) who will be performing the services identified in Section II Services Required (p. 10).

**Exhibit A.**

**A. PROPOSAL COVER SHEET**

**PROPOSAL TO PROVIDE SERVICES  
TO COMMUNITY ACTION OF ALLEGAN COUNTY  
COVER SHEET**

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Agency Name: \_\_\_\_\_

Agency Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

**Proposing Entity Certification**

The proposing entity certifies by the signature below that the information in this application is correct, that the entity meets the requirements of the program, and that all services provided under a subsequent Contract will meet the requirements detailed in the RFP Instructions. The person whose signature appears below certifies the information given in this application is true and correct and that they are authorized to bind the proposing organization; certifies this application is a firm offer binding the organization for a period of 90 days and understands that approved applications are subject to negotiation.

**Authorized Representative:**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Exhibit B**

**Itemized Budget**

**Exhibit C**

**REFERENCES**

The Respondent must furnish at least three (3) references from persons who can attest to the quality of similar prior work performed:

1.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       Email Address: \_\_\_\_\_
  
2.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       Email Address: \_\_\_\_\_
  
3.     Company Name: \_\_\_\_\_  
       Street Address: \_\_\_\_\_  
       City/State/Zip Code: \_\_\_\_\_  
       Contact Person: \_\_\_\_\_  
       Telephone No.: \_\_\_\_\_  
       Email Address: \_\_\_\_\_



## **Exhibit D**

### SOCIAL MEDIA POLICY

Community Action of Allegan County will take a neutral position on the decision to start or maintain a blog or participate in other social networking activities. However, it is the right and duty of the CAAC to protect itself from unauthorized disclosure of information. The CAAC's social networking policy includes rules and guidelines for Company-authorized social networking and personal social networking and applies to the Executive Director, Board Members, Supervisor/Manager and employees.

#### General Provisions

Blogging or other forms of social media or technology include but are not limited to video or wiki postings, sites such as Facebook, Twitter and YouTube, chat rooms, personal blogs or other similar forms of online journals, diaries or personal newsletters not affiliated with the CAAC. This Policy also includes future social media technologies and applications that may not yet be contemplated.

Employees cannot use employer-owned equipment, including computers, Company-licensed software or other electronic equipment, nor facilities or Company time, to conduct personal blogging or social networking activities. Employees may not use social media in a manner that interferes with job duties or violates a Company work rule or policy. Specifically, employees may not use social media to harass, threaten, intimidate, retaliate, discriminate or disparage the CAAC, employees or anyone doing business with the CAAC, including clients. These restrictions do not prohibit conduct protected by Section 7 of the National Labor Relations Act.

Unless specifically instructed by the Executive Director or Board Chairperson, employees are not authorized and therefore restricted to speak on behalf of the Company. Employees may not publicly discuss clients, customers, products, employees or any work-related matters, whether confidential or not, outside Company-authorized communications. Employees are required to protect the privacy of the Company and its employees and customers, and are prohibited from disclosing personal employee and nonemployee information and any other proprietary and nonpublic information to which employees have access. Such information includes but is not limited to customer information, Company trade secrets, financial information and strategic business plans.

If an employee chooses to identify themselves on social media or blogging sites as a Company employee, please understand that some readers may view them as a spokesperson for the Company. Because of this possibility, we ask that employees state that their views expressed in their blog or social networking area are their own and not those of the Company, nor of any person or organization affiliated or doing business with the Company.

Employees cannot post on their personal blogs or social networking sites photographs of other employees, customers, vendors or suppliers, nor can employees post photographs of persons engaged in Company business or at Company events.

Employees cannot post on personal blogs and social networking sites any advertisements or

photographs of Company products, nor sell Company products and services. Employees cannot link from their personal blog or social networking site to the Company's internal or external website.

If contacted by the media or press about a post that relates to the Company business, employees are required to speak with a Supervisor/Manager before responding.

### Employer Monitoring

Employees are cautioned that they should have no expectation of privacy while using the Internet. Employee postings can be reviewed by anyone, including the Company. The Company reserves the right to monitor comments or discussions about the Company, its employees, customers and students, and the industry, including products and competitors, posted on the Internet by anyone, including employees and non-employees. The Company uses blog-search tools and software to monitor forums such as blogs and other types of personal journals, diaries, personal and business discussion forums and social networking sites.

Employees are cautioned that they should have no expectation of privacy while using Company equipment or facilities for any purpose, including authorized blogging.

The Company reserves the right to use any content from a Supervisor/Manager's tools to monitor, review or block content on Company blogs that violate Company blogging rules and guidelines.

### Reporting Violations

The Company requests and strongly urges employees to report any violations or possible perceived violations to a Supervisor/Manager or AccessPoint. Violations include discussions of the Company and its employees and customers, any discussion of proprietary information and any unlawful activity related to blogging or social networking.

### Discipline for Violations

The Company will investigate and respond to all reports of violations of the social networking policy and other related policies. Violation of the Company's social networking policy will result in disciplinary action up to and including immediate termination. Discipline or termination will be determined based on the nature and factors of any blog or social networking post. The Company reserves the right to take legal action where necessary against employees who engage in prohibited or unlawful conduct.

### Authorized Social Networking

The goal of authorized social networking and blogging is to become a part of the industry conversation and promote web-based sharing of ideas and exchange of information. Authorized social networking and blogging is used to convey information about Company products and services, promote and raise awareness of the Company's brand, search for potential new markets, communicate with employees and customers to brainstorm, issue or respond to breaking news or negative publicity, and discuss corporate, business-unit and department-specific activities and events.

When social networking, blogging or using other forms of web-based forums, the Company must ensure that the use of these communications maintains our brand identity, integrity and reputation while minimizing actual or potential legal risks, whether used inside or outside the workplace.

### Rules and Guidelines

The following rules and guidelines apply to social networking and blogging when authorized by the employer and done on Company time. The rules and guidelines apply to all employer- related blogs and social networking entries, including employer subsidiaries or affiliates. Only authorized employees can prepare and modify content for the Company's blog and/or the social networking entries. Content must be relevant, add value and meet at least one of the specified goals or purposes developed by the Company.

All employees must identify themselves as employees of the Company when posting comments or responses on the employer's blog or on the social networking site.

Any copyrighted information where written reprint information has not been obtained in advance cannot be posted on the Company's blog.

Business units and departments are responsible for ensuring all blogging and social networking information complies with the Company's written policies. Business unit and department heads are authorized to remove any content that does not meet the rules and guidelines of this Policy or that may be illegal or offensive. Removal of such content will be done without permission of the blogger or advance warning.

The Company expects all guest bloggers to abide by all rules and guidelines of this Policy. Company reserves the right to remove, without advance notice or permission, all guest bloggers' content considered inaccurate or offensive. The Company also reserves the right to take legal action against guests who engage in prohibited or unlawful conduct.

## **Exhibit E**

### COMPUTER/INTERNET USAGE, ELECTRONIC MAIL & VOICEMAIL

The computers, computer files, e-mails and voicemail are the property of Community Action of Allegan County. Community Action of Allegan County reserves the right to look at or listen to any electronic file, e-mail or voicemail on the Community Action of Allegan County computers, voicemail or other information systems.

#### General Computer Usage Guidelines

The installation of unauthorized software on Community Action of Allegan County computers is prohibited. Any unauthorized software that is found on an employee's computer or on the network drives shall be removed immediately. The installation of unauthorized software or the willful or intentional destruction of computer software or hardware may subject the employee to disciplinary action, up to and including termination at the sole discretion of Community Action of Allegan County.

#### Licenses

Community Action of Allegan County does purchase and license the use of various computer software for business purposes and does not own the copyright to this software or its related documentation. Unless authorized by the software developer, Community Action of Allegan County does not have the right to reproduce such software for use on more than one computer. Employees are required to use software according to the software license agreement. Installation of software without prior Supervisor/Manager approval and illegal duplication or use of software and its related documentation is strictly prohibited. Violation of this Policy may result in disciplinary action, up to and including termination.

#### Internet Usage

Community Action of Allegan County recognizes that when used correctly, the internet can be a valuable business tools that can help employees perform their duties. Therefore, internet access should be viewed as a business instrument to be used to conduct business. Any unauthorized use of the internet is prohibited. Any non-Community Action of Allegan County usage of the internet or other violation of the internet usage policy may result in disciplinary action, up to and including termination at the sole discretion of Community Action of Allegan County.

The unauthorized use, installation, copying or distribution of copyrighted, trademarked or patented material on the internet is expressly prohibited. As a general rule, if an employee did not create material, does not own the rights to it or has not gotten authorization for its use, it should not be put on the internet. Supervisors/Managers are also responsible for ensuring that the person sending any material over the internet has the appropriate distribution rights.

### Electronic Mail and Voicemail Policies

Electronic mail (“e-mail”) and Voicemail (“v-mail”) systems are provided by Community Action of Allegan County to assist in the conduct of business within Community Action of Allegan County. As with other forms of business communication at Community Action of Allegan County, e-mail and v-mail should always be professional in content and format.

### General Electronic Mail and Voicemail Usage Guidelines

Use of e-mail is limited to employees. Employees are responsible to maintain the security of their account and take precautions to prevent unauthorized access to their mailbox. Unauthorized entry to an individual’s account or mailbox is prohibited. Computer passwords and security codes are unique to the individual and should not be shared, transferred, or disclosed. Community Action of Allegan County reserves the right to know all such passwords and security codes and retain ownership of and access to all Community Action of Allegan County systems and information on those systems.

The e-mail and v-mail systems are Community Action of Allegan County’s property. All messages composed, sent and/or received on the e-mail or v-mail systems are and remain the property of Community Action of Allegan County. They are not the private property of any employee. Community Action of Allegan County reserves the right to retrieve, review, audit and disclose all messages created, received or sent on the e-mail and v-mail systems. The Community Action of Allegan County may view, listen to, copy or delete e-mail and v-mail messages, without an employee’s permission. Therefore, an employee should not assume that messages are confidential. As a general guideline, employees should not put anything on e-mail or v-mail that they would not put in a formal or public memo.

### Unacceptable Usage

Community Action of Allegan County strives to maintain a workplace free of discrimination and harassment and sensitive to the diversity of its employees. Therefore, Community Action of Allegan County strictly prohibits the use of computers, the e-mail and v-mail systems in ways that are disruptive, offensive or harassing of others or harmful to morale. Prohibited use of e-mail or v-mail may result in disciplinary action, up to and including termination. Examples of misuse include the following:

1. Transmitting offensive or disruptive messages. Examples include sexually- explicit messages, cartoons, or jokes; unwelcome propositions; ethnic or racial slurs; or any other messages that are prohibited under the Anti-Harassment, Non-discrimination and Non-retaliation Policy.
2. Use of Community Action of Allegan County’s e-mail for personal business, competing businesses or chain letters.
3. Distributing confidential messages to parties outside of Community Action of Allegan County.
4. Using the e-mail system to send or receive copyrighted materials, trade secrets, proprietary financial information or similar materials without authorization.
5. Breaking into the system or unauthorized use of a password/mailbox.
6. Soliciting for commercial ventures, religious or political causes, outside organizations or other non-job-related solicitations. However, employees are permitted to solicit for

charitable organizations, such as school fundraisers, Girl and Boy Scouts and the American Red Cross with consent from the Executive Director.

7. Making personal purchases using Community Action of Allegan County's e-mail address.
8. Sending or posting messages or material that could damage the organization's image or reputation.
9. Failing to observe licensing agreements.
10. Jeopardizing the security of Community Action of Allegan County's electronic communications system.
11. Sending anonymous e-mail messages.

### Policy Administration

Prudent use of Community Action of Allegan County's e-mail and v-mail systems is each employee's responsibility. Violations of this Policy or use of e-mail or v-mail for improper purposes may be grounds for disciplinary action, up to and including termination at the sole discretion of Community Action of Allegan County.