

Data Requests for Outside Groups

Best Practices

Greetings! Thank you for your interest in submitting a Data Request to the Office of Admissions to fulfill a specific campaign for your IU office or organization. Please feel free to keep this file on hand for training new members of your team.

Prospective student data is highly sensitive in nature. The Office of Admissions has created a Best Practices guide to help every member of the IU Bloomington community ensure the proper use and management of our ever-growing database.

Who can request data? And what kinds of data?

Prospects & Inquiries

Data for students who have not yet applied for admission may be requested by any IU entity for the purpose of promoting your academic programs, events or other offerings. These requests will be evaluated in relation to student academic interest and/or intent. Active Applicant data is unavailable.

Admitted Students

Data for admitted students may only be requested by the academic school, college, or department in which the student's major falls. Exploratory students may be requested by any group, but data for students indicating an exploratory major within the College of Arts and Sciences may only be requested by a department within the College itself.

Matriculated Students

Data for matriculated students - students who have been admitted to IU, have declared their intent to enroll, and have matriculated for their chosen term. Applicant data is frozen at the point of matriculation. This means that any changes a student makes to their record such as a change of major would not be reflected in the admissions data pull.

Data for Parents may be available for Prospects and Inquiries. Admitted and matriculated students may only be contacted if a student has authorized communication to parents. For both populations, please note that these queries do not often generate a large output as we do not have this data for all students.

Note: The Office of Admissions supplies data for domestic, undergraduate students. The Office of International Services supplies data for international undergraduate students. This data request process can be used to request both populations.

Data Requests for Outside Groups

Timing your Request

When should I submit a Data Request? When is the requested student data available?

Please submit a Data Request once you have finalized the parameters for your target population and your communication is complete. We require three weeks' notice at a minimum, and we cannot begin processing a request until we are in possession of your finalized copy.

We highly recommend requesting the data far in advance of this three-week window. If you give us advance notice, we will have the availability to strategically schedule a data load ahead of your request in order to provide you with a more robust dataset.

A General Timeline

	Window opens	Deadline for submitting a data request	Date by which any communications must be sent
<i>Fall semester</i>	July 1	December 1	December 20
<i>Spring semester</i>	January 1	April 15	May 1
<i>Summer Term</i>	May 15	July 1	July 25

Status-Driven Deadlines

Prospects & Inquiries

Students have not have applied to IU. This data is fully available leading up to November 1 of the Senior high school year for prospects.

Admitted Students

Students have been admitted to IU. This data will be available from January 15 through April 15.

Matriculated Students

Students who have been admitted to IU and declared their intent to enroll. Matriculated student data is available March 15 to July 15.

Enrolled Students

Students have been admitted to IU, declared their intent to enroll, and registered for classes. Data will only be provided until the student's first day of classes for the requested entry term.

Data Requests for Outside Groups

Submitting your Request

Request data from IU Admissions

Fields marked with an asterisk (*) are required.

1 Page 1 2 Page 2 3 Review Your Entry

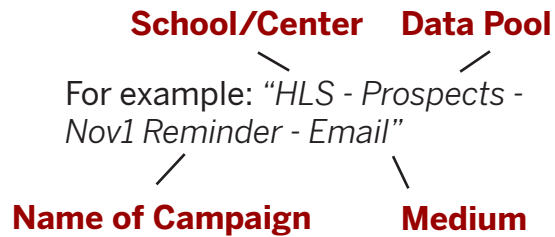
Data request name *

Purpose of the communication: *

Minimum of 60 characters required.
Currently entered: 0 characters.

Naming your Request

Please include the name of your School or Center in the name of the request, the medium, the data pool, and the name of the campaign (if applicable).



Summarize the Purpose of your Communication

Spell out the purpose of the communication connected to this Data Request looks to serve. A minimum of 60 characters is required, so please feel free to be as specific as possible. A successful description will explain the intent of the campaign.

For example: "This communication will provide prospective students with information on how to apply to the Jacobs School of Music."

The choice that follows ("I am requesting data for:") will help determine whether your request will be handled by the Office of Admissions (domestic undergraduate students) or the Office of International Services (international undergraduate students).

Specify Target Population

I am requesting data for:

*

- Domestic undergraduate students International undergraduate students

Data needed for:

*

- Print communication Email communication
 Phone Campaign Social media campaign/ad
 SMS

Please also denote whether this data request will serve a print, phone, or email campaign (check as many as that apply).

Please note: Projects with a print communication component will also require clarification on domestic and overseas addresses, as well as whether a finite amount of print materials will limit the scope of your data request.

Data Requests for Outside Groups

Submitting your Request

Timing your Request

Date the data is needed (at least three weeks notice is required):

*
 / / 🗓
MM DD YYYY

Target date for sending communication: *

/ / 🗓
MM DD YYYY

Be sure to include the date by which this data is needed, as well as when you intend to send out the intended communication(s).

Please note: we will provide data 2-3 days before the target send date. Use of stale data is strictly forbidden.

Requestor Information

Name of requestor: *

Department/unit: *

Contact email: *

Contact phone: *

- -
Area Code Prefix Line Number

If you are doing a print mailing and data needs to be sent to a mail house, please provide contact information. (Please note that we typically do not provide data to other third party vendors.)

Recipient name:

Recipient email:

Company (if vendor or group outside of IU):

Save my progress and resume later

[Continue](#)

Provide your Contact

This section helps us keep you informed about the status of your Data Request. Please be sure to provide your name, department/unit, contact email, and a contact phone number.

Contact for Print Mailings

If your Data Request plans to fulfill a print communication, please provide contact information for the mail house or publisher that will fulfill the physical materials. This includes the name of the company, as well as the individual recipient's name and email contact.

Please note: the data will be sent directly to the printer.

Data Requests for Outside Groups

Submitting your Request

Select your student population below.

Please note: FERPA and critical/restricted data is available as a population for your communication. However, this information is a field in your spreadsheet.

Status:

*

- | | |
|--|---|
| <input type="checkbox"/> Admitted students | <input type="checkbox"/> Matriculated students
(students who have paid the enrollment deposit) |
| <input type="checkbox"/> Prospective students
(prospects/inquiries) | <input type="checkbox"/> Enrolled students (students who have registered for classes) |

Admit type:

*

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Freshman | <input type="checkbox"/> Transfer |
|-----------------------------------|-----------------------------------|

Admit term:

*

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Fall 2022 | <input type="checkbox"/> Spring 2023 |
| <input type="checkbox"/> Summer 2022 | <input type="checkbox"/> Other term(s)
<input type="text"/> |

Admit Type

Are you seeking data on students who would be starting as freshmen, transferring to IU, or both? Check all that apply and include other terms in the provided box.

Admit Term

When would the students to whom you are communicating first start classes at IU? Check all the specific terms that apply (Fall 2022, Spring 2023, Summer 2024, etc.).

Gender

Gender:

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

Ethnicity (this is a restricted data field):

*

- | | |
|---|--|
| <input type="checkbox"/> Include all | <input type="checkbox"/> White |
| <input type="checkbox"/> African American | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> Asian | <input type="checkbox"/> American Indian |
| <input type="checkbox"/> Pacific Islander | <input type="checkbox"/> Multiracial |

Check "Male" or "Female" to further sort data by gender. Leaving both boxes unchecked will include both Male and Female students. This language reflects the binary presented on our intake forms and refers to legal gender.

For us to fulfill orders segmented by gender, there must be a compelling interest on the part of the communication's intent.

Race

To further sort data by race, check all applicable boxes (African American, Asian, etc.) or select "Include All." At least one box must be checked for this section.

For us to fulfill orders segmented by race, there must be a compelling interest on the part of the communication's intent.

Please note that gender and race will not be included as information points on the output file.

Data Requests for Outside Groups

Best Practices Cont'd.

Submitting your Request

Academic program(s) - List any specific schools/colleges, majors, or other academic criteria:

Academic Program

Please list any specific schools/colleges, majors, or other academic criteria (such as interests) that you would like to have included in the request.

If you would like to target based on test score, list the test scores below:

If you would like to target based on the High School Performance Measure, please list a range or specific number below:

If you would like to target based on GPA, list the GPA below:

Please list any additional target criteria:

Targeted address information (state, zip code radius or ranges)

Prospect data may be requested by any group. Requests for this information will be evaluated in relation to student academic interest and/or intent. Please consider casting a broad major net with the understanding that prospective students have limited exposure to a broad range of major titles and topics in high school.

Data for admitted students may only be requested by the academic school, college, or department in which the student's major falls. Data for exploratory students may be requested by any group, but students indicating an exploratory major within COAS may only be requested by a department within COAS.

Test Scores

If you would like to filter results based on test results (SAT, ACT), list the minimum test scores in the relevant box (example: SAT > 1200, ACT > 25). Please note in your request if you would also like to include students who did not provide test scores. Either set, or both sets, of data can be provided to you. Reminder that you can use a score band to segment your data, but we cannot include test scores (or GPA) as an output value.

Grade Point Average

If you would like to filter results based on GPA (example: >3.5; 4.0), list your parameters in the relevant box. Please note that for prospective students GPA information is self-reported and cannot be provided as an output value.

High School Performance Measure

This measure is exclusively available for Admitted Students.

Data Requests for Outside Groups

Submitting your Request

Targeted Address Information

If you would like to filter results based on a specific physical proximity (such as within a state or zip code range), list your parameters in the relevant box. Specific zip code ranges are required when segmenting data by radius (ex: sending a communication to admitted students within 40 miles of 47405).

You will be provided with the minimum amount of data needed for the communication. Example: if you are sending an email, you will only be provided with the name and email address of the student. If you need additional data, please explain why:

If you have a need for FERPA and/or critical/restricted data, please explain the use and how you will store the data below:

Please note, most request for these fields are not approved.

Is your communication finalized and ready for review? The final communication must be received and reviewed prior to us releasing the requested data.

*

- Yes
 No

Additional Data

Our policy is to protect student data in accordance with university policy related to critical data. Therefore, we provide requestors with the minimum amount of data required to fulfill your communication campaign. If you need additional data beyond these parameters, please explain why.

FERPA

If you have a need for FERPA and/or critical/restricted data, please explain the use and how you will store the data.

Communication

In order to give the Office of Admissions as much context as possible regarding your request, please indicate if your communication has been finalized. Either way, please upload a copy of each method of communication you plan to use (email copy, letter copy, phone script, etc.) for our review and records.

We will not copyedit your communication. However, we will request updates that provide consistency with IU Branding, Associated Press formatting style (ex: writing the number of dates without 'st' or 'nd' after), and verbiage specific to admission processes.

Review

Please take a moment to review your Data Request submission, as the final page will present you with your selections and inputs so far.