Procedures for Data Requests from Other Departments
Office of Admissions and Office of International Services

Rationale

This document and the procedures outlined within have been developed in order to ensure that data owned and managed by the Office of Admissions and the Office of Enrollment Management is being requested, accessed, and utilized in ways that are consistent with Indiana University Constituent Relationship Management policy (https://policies.iu.edu/policies/vpcm-03-constituent-communications/index.html), data usage policies, FERPA, and the CAN-SPAM Act. In addition, the policies and procedures are also being adopted as a means to:

1. Champion the IU CRM policy that aims for greater engagement, more participation in university events and programs, greater understanding and collaboration between employees, more campus visits from prospective students, and greater success for IU students.
2. Help the Office of Admissions and Office of International Services manage data requests so that they can be granted in a timely manner.
3. Allow for the strategic planning and coordination of communications to student cohorts to ensure that an appropriate balance is maintained in terms of the number, frequency, content, etc.
4. Ensure that all outside groups are treated equally and fairly in relation to the ability to request and receive data in order to send communications to prospective students.
5. Ensure that groups obtaining data use it responsibly.

According to the PAGR Constituent Relationship Management-Communications Policy, the Office of Admissions is responsible for both official and engagement communications to prospective students (suspects, prospects, applicants, and admits). Admissions is the only office that may send official communications to students. Other schools, units, and departments may send engagement or relationship-building communications to prospective students in collaboration with the Office of Admissions. Thus, this document provides additional information about the collaboration process, i.e., obtaining data and using this data to communicate with prospective students.

Data Request Guidelines

Offices and Departments Who May Request Data

Any school, unit, or department that would like to send a communication to prospective students must request student data from the Office of Admissions and/or collaborate with Admissions in relation to message timing and content. For departments requesting data, the following apply:

1. The Office of Admissions will supply data for domestic undergraduate students only (freshmen and transfers). The Office of International Services will supply data for international undergraduate students.
2. Data provided by the Office of Admissions is for one-time use only for the specific communication intended. Data cannot be saved for repeated use as students' status in the

admissions process changes regularly and the creation of shadow systems is prohibited by the CRM policy referenced above.

3. Suspect and prospect data may be requested by any group (these are students who have not yet applied for admission). Requests for this information will be evaluated in relation to student academic interest and/or intent.

4. 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.

   a. Units or departments that are affiliated with a school or college such as the Collins Living-Learning Center (affiliated with COAS) should request data for admitted students from/ through their school or college and collaborate with the Office of Admissions on the content and timing of the message(s).

   b. Any school, department, or program/office affiliated with a school or college or that wishes to send a communication to students about a specific academic or other program that is a part of another school/college must obtain permission via email from the other unit in order to contact their admitted students. This permission email should be forwarded to the Office of Admissions Communications Team at admsmkt@indiana.edu.

Because of the complexities of the application process and relationship data, information for students in the applicant stage and parent data will not be supplied to any departments outside of OEM.

Deadlines and Windows for Data Requests

All requests for data must be submitted at least three weeks before the actual date that the data is needed. A copy of the intended communication must also be shared at this time for review by the Office of Admissions. Communications must provide accurate information and be free from grammatical, punctuation, spelling, and other errors in order to maintain the integrity and reputation of the IU brand. The Office of Admissions reserves the right to ask for revisions to any communication before releasing data and may decline to release data and refer the department to IU Communications for assistance.

Once a data request is submitted, the request and communication will be reviewed by the Executive Director of Admissions. If the request is approved, the data will be pulled and distributed by Admissions Operations. If several data requests are submitted at the same time, they will be handled on a first-come, first-served basis. Please note that only data will be supplied; neither the Office of Admissions nor the Office of International Services will be responsible for writing or sending communications for other units.

Once a department has received the requested data, the communication it was intended for must be sent on the target date. If there is some reason why the communication cannot be sent on the target date, the requester must notify the Office of Admissions immediately. Based on when communications are already planned by the Office of Admissions and OEM units, departments may be asked to send or refrain from sending a communication on a specific date.

Please note that no data will be pulled nor will any communications be planned for the last two weeks in April due to the May 1 deposit deadline for freshmen. This is due to the high volume of communications that are already being sent to admitted students from the Office of Admissions, other OEM departments, and schools/colleges.

Please also adhere to the following windows for data requests:

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

How to Submit a Data Request

To request data for domestic or international students:
1. Make sure you are within one of the submission windows noted above.
2. Complete the online form found at admissions.indiana.edu/data-requests/index.html and attach a copy of the communication (no data requests will be approved unless a copy of the communication is attached or submitted by email).
3. Any questions should be directed to the Office of Admissions Communications Team at (admsmkt@indiana.edu).

Opt Out Messages

Any office or department communicating directly with prospective students via email must incorporate opt out messages that are consistent with those being used by the Office of Admissions. Prospects and suspects, for example, must be given the opportunity to opt out of receiving future communications from the university. Failure to do so is a violation of the Federal CAN-SPAM Act.

Units should send email communications sparingly and ensure that all communications are of high quality and include relevant information. Too many email communications with information that is not of interest to students may cause them to opt out and Admissions will not be able to communicate with and recruit the students, thus hindering efforts to meet enrollment goals.

In addition, it should be noted that admitted students are not given the option of opting out of communications from Admissions due to the relationship the students created with the university when they applied for admission. Admitted students who are no longer interested in IU are directed to cancel their applications through the Intent to Enroll website.

The following opt out messages are very similar to those currently used by the Office of Admissions for prospective and admitted students. These messages (or very similar messages) must be incorporated into any email communications sent by other offices or programs to these groups:

- <u>Opt out message for prospective students (suspects and/or prospects)</u>: If you no longer wish to receive messages from Indiana University Bloomington, please email iuadmit@indiana.edu or write to Office of Admissions, Indiana University, 940 E. Seventh Street, Bloomington, IN 47405-1106.
- <u>Opt out message for admits</u>: This message was sent to you by Indiana University Bloomington based on the relationship you initiated when you applied for admission. If you are no longer interested in attending Indiana University, you can cancel your admission application by completing the cancellation form at intenttoenroll.indiana.edu/iuAccount-cancel.php or by emailing iuadmit@indiana.edu. You can also write to the following address: Office of Admissions, Indiana University, 940 E. Seventh Street, Bloomington, IN 47405-1106.

Data Management and Access

When sending electronic communications and/or obtaining data, offices sending communications must ensure that those who are working with data have an understanding of all data parameters so that the message reaches the appropriate audience. <u>In the event that a message is sent to the wrong audience, there is an error in the information that is sent to students, or there is some other issue/concern, the Office of Admissions and/or Office of International Services must be notified immediately.</u>

In addition, any data obtained from the Office of Admissions for use in sending a communication to prospective or admitted students <u>may only be used one time</u>—to send the targeted communication—and must then be deleted. Data cannot be maintained, used for any other communication or initiative, or shared with any other unit; this results in the creation of a "shadow" database that will not contain accurate information about students and their admission statuses.

Finally, please note that unless there is a demonstrated business need, sensitive data such as university ID and data of birth will not be provided to any units outside of OEM.

Misuse of Data

If any unit or department is found to have misused data in one of the ways mentioned above (using data more than once, sharing data, failing to notify IU Admissions if an error has occurred, etc.) or any other ways that violate university policy or best practices for marketing and communications, the unit will not be permitted to request or receive data for one full term or until the Executive Director of Admissions deems data pulls may resume. If data is misused again or misused on more than one occasion, the Office of Admissions may determine that the unit or department will no longer be eligible to receive data for an indeterminate period and/or unless provisions are made that are deemed adequate by the Executive Director of Admissions to safeguard against further misuse of data.

Please note that there are some resources available on the web with more information about data protection and storage, FERPA guidelines, etc.:

- What is sensitive data, and how is it protected by law?: https://kb.iu.edu/d/augs
- Actions you can take to secure sensitive data: https://protect.iu.edu/online-safety/protect-data/index.html
- Management of Institutional Data Policy: http://policies.iu.edu/policies/categories/information-it/data-management/DM-01.shtml
- Enterprise storage services for IU units in support of the IT-28 policy: https://kb.iu.edu/d/becm