



## POLICIES AND PROCEDURES

Originator: Marketing and Public Relations  
Subject: Constituent Contact Information Management and Privacy  
Date: 15 July 2005

### A. BACKGROUND

The University realizes that constituent management is an important aspect of the communication process – ensuring that the right information is presented to the proper audience in the appropriate manner. Too frequent, infrequent, inappropriate or misdirected communiqué can be detrimental to this process. Loss of a constituent’s contact management is also a detriment.

The University must actively maintain the trust and privacy of its constituents in accordance to University policy, federal, state and accreditation regulations.

To facilitate the management of various University constituent groups, specific areas are charged with oversight of their traditional and respective constituent groups.

University procedures need to reflect the constant changes in constituent contact information to keep University records as accurate as possible.

### B. POLICY

The areas identified below will be the exclusive “gatekeepers” of their constituent groups, approving the content, the methods and the frequency of communications to their respective groups. In addition they are charged with the responsibility to maintain the accuracy of their contact information and to protect the privacy of the persons included in their databases. This responsibility must include provision for post-mailing and constituent-directed updates.

All requesting departments are required to actively protect the constituent information from intentional or unintended misuse. This includes the shredding of unused lists, deletion of e-mails and outdated lists and ensuring that outsourced mail list services reflect the University’s policy as well.

Any fiscal solicitation of constituent groups must also be in agreement with PPM 6.003: Fundraising by University Personnel and Organizations.

- The Office of Admissions and the Office of Graduate Advising will manage undergraduate and graduate constituents, respectively.
- The Office of Records will manage all current MBU student contact information, however the Office of Student Affairs will manage the non-academic information targeted to current students. The Business Office can direct correspondence to this group without prior approval pending all of the communication is specific to the department operations.
- The Office of Institutional Advancement will coordinate the overlapping contact lists of alumni, donors, churches, publication and event-related constituents.
- The Office of the President will maintain the contacts of trustees and executives at peer intuitions. Any requests for these lists will be highly scrutinized for appropriate use and the Office has complete and final jurisdiction over their managed contact lists.

- The Office of Marketing and Public Relations will maintain the contacts of media outlets and the SID will maintain those media contacts specific to athletics.
- The Office of the Provost will maintain the contact information for all faculty and staff.
- The IT department is responsible for supporting the computer systems required for each managing department.

Even when requesting departments have physical or computer access to the constituent contacts managed by another department the requesting department is required to make formal request in accordance with this policy.

Constituent contact lists are never to be given or sold to outside institutions or companies without the expressed permission of the constituents.

When there is question regarding the message, use or frequency of constituent communications, the Director of Marketing and PR should be contacted for final resolution.

## C. DEFINITIONS

Managing departments are those departments responsible for managing the contact information for constituents as noted in section B of this policy.

Requesting departments are those departments seeking constituent lists that they themselves do not manage. E.G. Institutional Advancement would be a requesting department if they sought to send a mailing to the parents of prospective undergraduate students that is managed by the Office of Admissions.

Contact information should include, when pertinent, names, addresses, phone numbers and e-mails but is not limited to these specific fields of data.

Communication contact methods described by this policy include all forms of paper, phone or electronic communication.

## D. GUIDELINES

### Requesting Mailing Lists

Departments seeking mailing lists must direct their requests to the appropriate managing office five days prior to the period for which they need the lists. Requests should be made by e-mail, memo or in person and departments may create a form or prefer a specific method of request. Requests must include a draft example of the information intended for constituent group and requests without this draft are not to be fulfilled. Managing departments are to provide a MS Excel file or other comma- or tab-delimited files per the specification of the requesting department. It is the responsibility of the requesting department to produce or arrange production of the labels, laser-printed letters and envelopes or other labeling methods.

Request fulfillment should be made as soon as possible with consideration of department task priorities but should be fulfilled within five days. If extenuating circumstances prohibit the completion of the request within the five days the requesting department should be notified as soon as possible. If there is question regarding the appropriateness of the request then the two department directors should dialogue as early as possible and consult the Director of Marketing and Public Relations if an amiable agreement is not met.

### Mailing List Use

Each mailing will require a newly created list from the managing department. For the sake of accuracy, the lists should be produced within two weeks of the mail-drop date. Mailing lists older than thirty (30) calendar days are to be considered invalid and destroyed.

Requested mail lists should only be sent to faculty and staff via campus mail in sealed inner-office envelopes or via e-mail to faculty and staff with mobap.edu addresses. Copies of the physical lists are not to be made and digital copies must be limited to the use defined in the request. Once the constituent communication is executed all remaining contact data should be destroyed.

Only full-time employees may be in possession of constituent contact lists. Requesting departments may not share their lists with other departments, employees or organizations with the sole exception of printing and mailing companies expressly contracted for the distribution of the communication piece. Such printing and mailing companies need to be instructed to destroy copies of constituent files at the conclusion of their service.

### **Disposal of Constituent Contact Lists**

The only acceptable method for the destruction of physical materials is via a paper shredder – either in strip or cross-cut (squares or diamond) form and then discarded in the campus trash. Under no circumstances should physical constituent materials be discarded without shredding. Burning or marking over the sensitive material is unacceptable as a method of destruction.

Destruction of digital copies should include e-mails, local and network drives. Both the managing and requesting departments need to review sent and received mail in the process of deleting the materials.

The only exception to the destruction of the digital copies would include specific communications that require specific recipient documentation. In that lone situation physical copies should be put in a sealed envelope and marked confidential and digital copies should be kept with the appropriate project files and it is recommended that the document be secured with a password when possible.

### **Maintenance of Constituent Information**

Each managing department is responsible for actively maintaining current and accurate data. Due to the variety in constituency groups and communication needs, managing departments are encouraged to devise and implement their own processes to obtain new and updated constituent contact information.

Each managing department is responsible for ensuring the proper exchange of constituent information from one managing department to the other. E.g., the Records Office is responsible for initiating the migration of graduating student information to the system managed by the Office of Institutional Advancement following commencement ceremonies or other appropriate dates.

The IT department is responsible to maintain backups of all databases according to appropriate IT department procedures and to manage the database user account permissions.

### **Notes**

Any unusual requests should be referred to the Office of Marketing and PR. All requests made by unauthorized persons must be documented and reported to the Office of Marketing and PR. Documentation should include the person making the request, the date, time and the reported intent for the request. Any suspected constituent data misuse by the Office of Marketing should be reported to the Vice President for Institutional Advancement.

Questions or concerns about the integrity of online databases should be addressed to the IT department immediately.