MSU ALUMNI ASSOCIATION
REQUEST AN EMAIL/MAILING LIST – ALUMNI, NON-DEGREE AND FRIENDS

// GENERAL INFORMATION ABOUT THE DATA
IF AN ALUMNI CLUB DOES NOT UTILIZE THE IMODULES PLATFORM
For event invitations or communications to alumni, non-degree and friends, alumni clubs should request data from MSU Alumni Association.

- Alumni clubs will be provided the following information for the “Predefined Geographical Club Region” or the ZIP codes:
  - First Name
  - Last Name
  - Preferred Mail Name
  - Salutation
  - Email Address (if known)
  - Mailing Address
  - Preferred Phone Number (if known)

- **Data is always changing.** As an institution, Michigan State University has access to a number of datasets e.g., NCOA (National Change of Address), and is continuously updating contact information in our database. As such, the information we provide is the most up-to-date and **alumni clubs should not maintain separate or shadow databases of contact information.**

- The data request and subsequent pull is a static list. Alumni clubs will be provided with the most up-to-date information as maintained by MSU.

- The requested data should only be used for a single event/communication, not multiple events/communications that are months apart.

- **The data is considered confidential by Michigan State University and can only be used in conjunction with official business related to the requesting alumni club. It is expressly forbidden to provide or sell this information to other parties.**

IF AN ALUMNI CLUB UTILIZES THE IMODULES PLATFORM
If an event invitation or communication will be sent via email only, updated alumni, non-degree and friends data is already in the query created for the alumni club. There is no need to request data from the MSU Alumni Association.

If the event invitation or communication will be sent as a hard copy to a mailing address, the alumni club will have to request data from MSU Alumni Association.
// REQUEST DATA

STEP 1
Login in to the Club Admin Panel on the MSU Alumni Association website at http://alumni.msu.edu/get-together/club-admin.

If you’ve forgotten the alumni club’s username and/or password, please contact Barb Susa-Fineis at susab@msu.edu or 517-432-2211.

STEP 2
You will most likely be directed to the “Dashboard” tab and the page will look like:

STEP 3
1. Click on the “Mailing List” tab.

2. Click on the “New Mail List Request” button.
3. Complete the request
***Items with a red asterisk are required.***

**HELPFUL HINTS FOR COMPLETING THIS SECTION**

“Contact Board Member” = The name of the club board member requesting the information.

NOTE: The data will be sent to the email address noted in the board member’s profile in the Club Admin Panel.

NOTE: Only individuals listed as board members in the Club Admin Panel can request data.

“Predefined Geographical Club Region” = Includes all ZIP codes in the requesting alumni club’s region as defined by Michigan State University.

NOTE: This is the preferred request as regions can potentially include tens to more than one hundred ZIP codes.

“Zip/Postal Code From” and “Zip/Postal Code To” = For a more narrow focus.

“Student Lists” = incoming freshmen/transfer/graduate and current students. This type of request is reserved for alumni club Senior Sendoffs/Alumni Picnics.

“All Alumni” = All MSU alumni in the requested geographical club region or ZIP codes.

“Non-degree” = Individuals who attended MSU but did not earn a degree.

“Friend” = Individuals who did not attend MSU but have expressed an interest in the university through previous event attendance and/or a contribution.

If nothing is checked, “All Alumni” will be the default data request.

“Additional Information” = Provide any additional information MSUAA needs to know for the data request.

NOTE: If two alumni clubs are partnering on an event, use this field to note the partner club’s name and type of data request e.g., If ABC club is requesting that data and is partnering with XYZ club, use this field to note “Predefined Geographical Club Region for XYZ club”.

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4. Check “I Agree” and click “Request List”

5. The MSU Alumni Association will review the request and we will contact the alumni club if we have any questions.

// RECEIPT OF DATA
Since the data is sent directly to the alumni club board member requesting it, the alumni club is responsible for sorting and refining the data for their purposes.

As a general best practice, the data, as it is received from MSU, should be saved as a master document prior to any sorting or refining. Subsequent refinements of the data can be saved using other names.

// ADDITIONAL RESOURCES
- To request email and mailing addresses for incoming freshmen/transfer/graduate students and current students, refer to the document titled “Request an Email/Mailing List - Incoming Freshmen/Transfer/Graduate Students and/or Current Students” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Students-2018.pdf
- For best practices with regard to data obtained from MSU, refer to the document titled “Data Best Practices” at https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-2018.pdf
- For information regarding the use of data obtained from Michigan State University, refer to the document titled “Permissible Use of Data Obtained from Michigan State University” at https://alumni.msu.edu/assets/PDFs/Permissible-Use-Data-and-Confidentiality-2018.pdf

// QUESTIONS
For any questions, please contact:
- Barb Susa-Fineis at susab@msu.edu or 517-432-2211
- Elizabeth Wheeler at szufnar@msu.edu or 517-884-2106