



MSU ALUMNI OFFICE

REQUEST AN EMAIL AND/OR MAILING LIST

ALUMNI, NON-DEGREE AND FRIENDS, INCOMING STUDENTS AND/OR CURRENT STUDENTS

// GENERAL INFORMATION ABOUT THE DATA

- Data is currently maintained by three separate sources on campus - the Office of Admissions, the Office of the Registrar, and University Advancement.
 - University Advancement maintains data on alumni, non-degree, and friends
 - The Office of Admissions maintains data on incoming students, which includes:
 - Freshman
 - Transfer students
 - Graduate students
 - **TIMING A DATA REQUEST** - Beginning in early February through the start of classes in the fall, the status of incoming freshman, transfer and graduate students changes on a weekly basis, as students confirm their attendance at MSU. Therefore, alumni clubs should submit a request for data to the MSU Alumni Office no more than **six weeks** before their event in order to ensure that they are communicating with students who have committed to MSU.
 - The Office of the Registrar maintains data on all current students, which includes:
 - Undergraduate students
 - Graduate students
- It may take up to two weeks to fulfill a data request, depending on the request, timing, and staffing resources.
- 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. For best practices with regard to the data obtained from MSU, refer to “Data Best Practices” at <https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-Updated-2020.pdf>
- **Any data obtained from MSU is considered confidential 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.** For information regarding the use of data obtained from MSU, refer to “Data Best Practices” at <https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-Updated-2020.pdf>

// HOW TO REQUEST DATA

Data comes from three separate sources on campus - the Office of Admissions, the Office of the Registrar, and University Advancement. To facilitate your request, all data requests should be made utilizing the Mailing List Request tab of the Club Admin Panel at <https://alumni.msu.edu/get-together/club-admin/index.cfm>.

Alumni clubs should not contact Office of Admissions or their regional Office of Admissions representative, and/or the Office of the Registrar directly for student data requests.

If an alumni club utilizes the iModules platform for email, up-to-date alumni, non-degree and friends data is in the query created for the alumni club. There is no need to request email data from the MSU Alumni office.

STEP 1

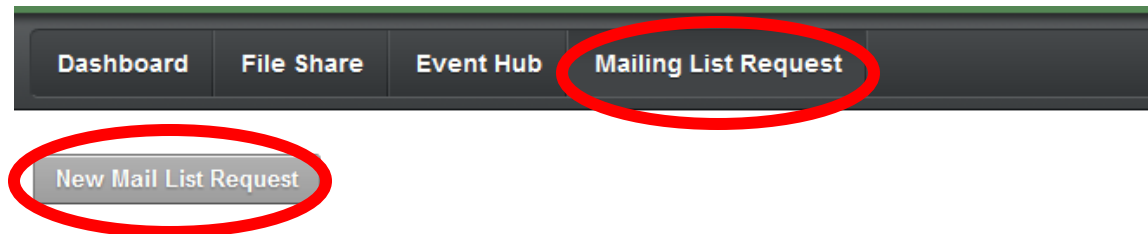
Login in to the Club Admin Panel on the MSU Alumni Office website at <http://alumni.msu.edu/get-together/club-admin>.

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 Request” 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: Only individuals listed as board members in the Club Admin Panel can request data. The data will be sent to the email address noted in the board member’s profile in the Club Admin Panel.

“Predefined geographic code” = Includes all ZIP codes in the requesting alumni club’s region as defined by MSU.
 NOTE: This is the preferred request as regions can potentially include tens to more than one hundred ZIP codes.
 If you choose “List of ZIP code(s)”, you will have to enter all ZIP codes.

“Additional requests” = Provide any additional information MSUA 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 geographic code for XYZ club”.

The screenshot shows a web application interface with a navigation bar containing 'Dashboard', 'File Share', 'Event Hub', and 'Mailing List Request'. The main content area is titled 'Mailing List Request' and contains the following form fields:

- Contact Board Member:** A dropdown menu with the text '--- Select Board Member ---'.
- Purpose/Event:** A text input field.
- Event Date:** Three dropdown menus for month (January), day (1), and year (2019).
- Type of list:** Radio buttons for 'Email' (selected), 'Mail', and 'Email and Mail'.
- Date when you need the data:** Three dropdown menus for month (January), day (1), and year (2019).
- How would you like the data pulled:** Radio buttons for 'Predefined geographic code for your club' (selected) and 'List of ZIP code(s)'.
- Additional requests:** A text input field.
- Format:** Radio buttons for 'Excel' (selected) and 'Text'.
- Checkboxes on the right:**
 - All Alumni:
 - Friends:
 - Non-Degree:
 - Student Lists:**
 - Incoming Freshmen:
 - Incoming Transfer:
 - Incoming Graduate:
 - Current undergraduate:
 - Current graduate:

“All Alumni” = All MSU alumni.
 “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.
 “Student Lists” = This type of request is reserved for alumni club Senior Sendoffs/Alumni Picnics only.
 If nothing is checked, “All Alumni” will be the default data request.

4. Read the acknowledgement, check “I Agree” and click “Request List”

The file will be sent directly to the email address we have on record for the board member requesting the information.

The data request and subsequent pull is a static list and can change on a regular basis. 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, not multiple events that are months apart. Alumni clubs should not maintain separate or shadow databases of contact information.**

NOTE: This information 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.

I agree

[Request List](#)

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

// RECEIPT OF DATA

- Data comes from three separate sources on campus - the Office of Admissions, the Office of the Registrar, and University Advancement.
 - It may take up to two weeks to fulfill a data request, depending on the request, timing, and staffing resources.
 - You may receive your requests at different intervals.
 - Data will be provided as a Microsoft Excel document only. However, data may be formatted differently, depending on the source.
 - The alumni club is responsible for sorting and refining the data for their purposes. As a general best practice, the initial data set(s) should be saved as a master document prior to any sorting or refining.
- The data is sent directly to the alumni club board member requesting it. In most cases, the requested data will be sent to the alumni club via email. However, some requests may contain sensitive information that cannot be sent via email. In these instances, the alumni club will be provided with information on how to retrieve the data from a third-party file transfer site e.g., FileDepot.

ALUMNI, NON-DEGREE AND FRIENDS DATA

- Alumni clubs will be provided the following information for their “predefined geographic code” or the ZIP codes they requested:
 - First Name
 - Last Name
 - Preferred Mail Name
 - Salutation
 - Email Address (if known)
 - Mailing Address
 - Preferred Phone Number (if known)

INCOMING STUDENTS AND/OR CURRENT STUDENTS DATA

- All student data requests are subject to approval and compliance with FERPA (Family Educational Rights and Privacy Act) and University policy. For the full university policy, see the “Michigan State University Access to Student Information” section at <https://reg.msu.edu/AcademicPrograms/Text.aspx?Section=112#s542>
- Alumni clubs will be provided the following information for the “predefined geographic code” or the ZIP codes they requested:
 - First Name
 - Last Name
 - Student/MSU Provided Email Address
 - Permanent Mailing Address
 - Year at MSU (Freshman, Sophomore, etc.)
 - Major
 - College
 - Home Phone Number (if known)
 - Current Phone Number (if known)