MSU ALUMNI ASSOCIATION
ALUMNI CLUB SENIOR SENDOFFS/ALUMNI PICNICS

// OVERVIEW
Alumni club senior sendoffs/alumni picnics are an excellent way for the local Spartan community to gather and welcome the newest local additions and their families to the larger Spartan family and send them off to the banks of the Red Cedar. These events are also a chance for current students, alumni, and all Spartans in the local community to come together and connect with one another. Thank you so much for your interest and plans to host an event. You are the first official welcome to the university for your local community!

// DATA REQUEST INSTRUCTIONS/SUBMITTING A REQUEST
INCOMING STUDENT AND CURRENT STUDENT DATA
Alumni clubs should not contact Office of Admissions and/or the Office of the Registrar directly for these requests. Both the Office of Admissions and the Office of the Registrar have become much more restrictive in regards to whom they will provide data to; the MSU Alumni Association is an “approved” party, but individuals/alumni clubs are not.

- Alumni clubs should use the Student Data Request form at http://myalumni.msu.edu/clubstudentdata.
- For more information about the data and basic instructions to complete the form, go 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

Once an alumni club submits a request, they should not contact the Office of Admissions and/or the Office of the Registrar to check on the status of the request.

All data requests are subject to approval and compliance with FERPA (Family Educational Rights and Privacy Act) and University policy. Michigan State University does not release student names and addresses for commercial purposes. For the full university policy, see the Michigan State University Access to Student Information at https://reg.msu.edu/AcademicPrograms/Text.aspx?Section=112#s542

(CONTINUED BELOW)
ALUMNI DATA

If an alumni club does not utilize the iModules platform for email
Alumni clubs that are inviting alumni, non-degree and friends to the event should request data from MSU Alumni Association

- For more information about the data and basic instructions to complete the form, go to the document titled “Request an Email/Mailing List – Alumni, Non-Degree and Friends” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Alumni-2018.pdf

If an alumni club utilizes the iModules platform for email
If the event invitation 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 will also be sent as a hard copy to a mailing address, the alumni club will have to request data from MSU Alumni Association using the Mailing List Request tab of the Club Admin Panel at https://alumni.msu.edu/get-together/club-admin/index.cfm.

// ABOUT THE DATA
The Office of Admissions maintains data on incoming students, and the Office of the Registrar on current students.

- If an alumni club is requesting data for incoming freshmen/transfer/graduate students only, they will receive one set of data from the Office of Admissions.
- If an alumni club is requesting data for incoming freshmen/transfer/graduate students and current students, they will receive two sets of data - one for incoming students from the Office of Admissions, and one for current students from the Office of the Registrar.

The data request and subsequent pull is a static list and can change on a weekly basis. Alumni clubs will be provided with the most up-to-date information as maintained by the Office of Admissions and/or the Office of the Registrar.

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.

Requested data will be provided as a Microsoft Excel document only. The alumni club is responsible for sorting and refining the data for their purposes.

The requested data should only be used for a single event, not future events. Data is always changing. As an institution, Michigan State University has access to a number of datasets 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. For best practices with regard to the data obtained from MSU, refer to the document titled “Data Best Practices” at https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-2018.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. For information regarding the use of data obtained from MSU, 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
// RECOMMENDED TIMELINE
It takes approximately **two weeks** to assemble and provide the requested data, so alumni clubs should plan accordingly for both requesting and inviting guests to the event.

Alumni clubs are responsible for determining the guest list and inviting guests to this event. It’s suggested that alumni clubs send out an invitation at least **four weeks** in advance of the event. However, it’s not too soon to promote and advertise the event on social media - as soon as the location and date are secured, consider a save-the-date. Remember, people have summer vacation plans, so the earlier alumni clubs can get on calendars, the greater the likelihood of increased attendance.

With this in mind and the two approximate two week period required to assemble and provide data, alumni clubs are encouraged to submit a request for data **six weeks** before their event.

**Example for an August 6, 2018 event:**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TO DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now/ASAP</td>
<td>As soon as the date of the event is available, begin to promote via social media, website, newsletters, etc. as a save-the-date. If the exact location is know, include that as well. People make summer plans early, so advance notice is critical.</td>
</tr>
<tr>
<td>June 23</td>
<td>Request data from Office of Admissions and/or Office of the Registrar via the MSU Alumni Association website form at <a href="http://myalumni.msu.edu/clubstudentdata">http://myalumni.msu.edu/clubstudentdata</a>. If inviting alumni, request data from MSU Alumni Association using the Mailing List Request tab of the Club Admin Panel.</td>
</tr>
<tr>
<td>June 23</td>
<td>Create Eventbrite registration page/form using the Nvite hub</td>
</tr>
<tr>
<td>July 7</td>
<td>Date data is needed</td>
</tr>
<tr>
<td>By July 10</td>
<td>Finalize Eventbrite registration page/form</td>
</tr>
<tr>
<td>July 10 - 11</td>
<td>Send invitations via email to invited guests</td>
</tr>
<tr>
<td>July 11 - RSVP date</td>
<td>Promote event via social media, website, newsletters, etc. Don’t forget to include the link to the Eventbrite registration page/form</td>
</tr>
<tr>
<td>August 6</td>
<td>Event</td>
</tr>
</tbody>
</table>

Please note that Michigan State University is closed on May 28, 2018 and July 4, 2018 for university holidays.

// EVENT REGISTRATION
**CREATE EVENT IN EVENTBRITE USING THE NVITE HUB**
Regardless of whether the event is free or paid, alumni clubs are strongly encouraged to create their event in Eventbrite using the Nvite hub - [nvite.com/community/msualumni](http://nvite.com/community/msualumni)

In addition to providing a template for events, events that are built in this manner are also promoted on the MSU Alumni Association website.

Alumni clubs must go through the Nvite platform to access Eventbrite. If you do not, the MSU template will not be applied and the event will not be placed on the MSU Alumni Association website.

Some alumni clubs charge a small fee for attendees, but no fee for the students, to offset costs related to food, beverages, and any park/beach rental fees.
COLLECT GOOD DATA
As an alumni club, one of the best ways you can help and support the university is by collecting vital data for further communication. The contact information we provide to alumni clubs is largely based on the data we collect from events, including senior sendoffs/alumni picnics. Collecting information from each registrant is strongly encouraged - at a minimum, the information alumni clubs should collect is:

- First name
- Last name
- Email address
- Cell phone
- Home address

An example of “good” data collection:
- Joe Spartan registers himself and three other people for the event. For each person he registers, the alumni club collects their first name, last name, email address, cell phone, and home address.
  - In this example, after the event, both the alumni club and Michigan State University can communicate with these four people, letting them know about community service initiatives, networking events, game watches, club news, news from MSU, etc.

An example of “not so good” data collection:
- The registration form only requests the first and last name of one person, an email address, and how many people are planning to attend.
- When the alumni club reviews the registration list prior to the event, this is the result . . .

<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>EMAIL</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane</td>
<td>Green</td>
<td><a href="mailto:abcgreen@aol.com">abcgreen@aol.com</a></td>
<td>10</td>
</tr>
<tr>
<td>Joe</td>
<td>Spartan</td>
<td><a href="mailto:spartansrule@gmail.com">spartansrule@gmail.com</a></td>
<td>4</td>
</tr>
<tr>
<td>John</td>
<td>Beaumont</td>
<td><a href="mailto:jonnycgood@gmail.com">jonnycgood@gmail.com</a></td>
<td>7</td>
</tr>
<tr>
<td>Susan</td>
<td>White</td>
<td><a href="mailto:jloyemsu@yahoo.com">jloyemsu@yahoo.com</a></td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>27</strong></td>
</tr>
</tbody>
</table>

- The alumni club knows that 27 people are planning to attend, but only four names are known. Who are these people? Incoming freshmen, their parents, alumni?
- After the event, neither the alumni club nor Michigan State University can communicate with the attendees to thank them for attending and invite them to future events. Why?
  - We only have one email address for a group of people. And even for that one email address, we are not positive whose email it is. Is Jane Green’s email abcgreen@aol.com, or is that her mom’s email address?

Consider every alumni club community service initiative, networking event, game watch, etc. an opportunity to collect good data, which will further enhance your alumni club’s capability to communicate with alumni and friends in your local community.

At the conclusion of the event, for events that were created Eventbrite using the Nvite hub, the MSU Alumni Association can access the list of registrants. We then use this information to update the MSU database. For best practices with regard to data obtained from MSU and the importance of alumni clubs in maintaining data, refer to the document titled “Data Best Practices” at https://alumni.msu.edu/assets/PDFs/Data-Best-Practices-2018.pdf
EVENTBRITE TIPS
For tips to maximize the effectiveness of Eventbrite and Nvite, including what details to include on an alumni club registration page/form and the recommended information to collect from registrants to the “Eventbrite and Nvite Tips” document at https://alumni.msu.edu/assets/PDFs/Eventbrite-Nvite-Tips-2018.pdf

Even if your alumni club has used Eventbrite previously and is familiar with it, we strongly recommend that alumni clubs review the “Eventbrite and Nvite Tips” document in order to maximize the “good” data collected and ensure that your alumni club can continue to connect with the attendees in the future.

// ADDITIONAL RESOURCES
- To request email and mailing addresses for alumni, non-degree and friends, refer to the document titled “Request an Email/Mailing List – Alumni, Non-Degree and Friends” at https://alumni.msu.edu/assets/PDFs/Request-Email-Mail-List-Alumni-2018.pdf
- 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 MSU, 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
- All 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

// 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