

Randolph-Macon College - Data Education/Policy -6/13/2016

Randolph-Macon College Alumni Data Policy

We understand that storing and tracking people's personal information is a sensitive topic. However, knowing where our alumni are and the types of careers they explore is critical to the livelihood of our community. To eliminate any mystery around what we track and why we track it, we've created this resource to address concerns about alumni tracking. On this page, we address how data helps Randolph-Macon College, what we collect, what we do with our data, what we will not do with our data, how we keep data secure, and what information we do not keep. Any further questions can be addressed to Ellen Stack, Director of Advancement Services at ellenstack@rmc.edu or 866-694-4574.

Knowing where you are and what you are up to helps Randolph-Macon College.

At Randolph-Macon College, your success is our success, which is why it appears that we are being so nose-y. Knowing where you are and what is going on in your lives strengthens the Yellow Jacket Family. Here's how:

- **We want to share news that is relevant to you** – If we don't know that you live in a particular area, then we can't send you an invitation to an event when R-MC gathers. If we don't have your email, we won't be able to share important news about the sports you played, the department in which you studied, or the good news about alumni around the globe.
- **We can better help students to select majors** – one of the primary hesitations for a student to declare a major is the answer to the question, what can I do with this degree? The best input we

can get is from our graduates. When departments can share the careers alumni have chosen, it helps present students visualize their own futures.

- **We get better grant funds** – foundations want to support successful programs, and being able to tell the story of where our graduates go and what they are doing helps demonstrate the success of a Randolph-Macon College education.
- **It helps us sell the liberal arts college experience to prospective students** – students and their parents looking at the College often wonder why anyone would ever major in art history or English or mathematics. By knowing where alumni work and what their job titles are, our admissions officers can articulate to prospective students and their families the wide variety of opportunities that are possible with a liberal arts degree from Randolph-Macon College.
- **It improves college rankings** – believe it or not, some college rankings factor in the job titles of our alumni, even though an alum’s current position may be twenty years removed from their College experience. While the relevance of these ranking criteria could be questioned, the fact is prospective students use them. Therefore complete and up-to-date alumni information improves our ability to compete in an ever-increasingly ranked world.
- **It’s important to our ongoing accreditation** – just like the business world, the world of higher education has to justify results. More and more, colleges have to prove they are delivering on their mission statements, which means more than just providing graduation rates. Having complete alumni information helps us with that process by allowing us to report on statistics like: how many of our alumni pursue graduate degrees, or the type of career paths our alumni take. It is this information that helps us to show that our alumni know how to “read critically, reason analytically, communicate persuasively, and, above all, to think for themselves.”

- **Because we need your participation** – of course we are going to ask for your financial support. When you were a student, alumni contributions helped offset the cost of your tuition; today, our need to ask for support is more important than ever. Through alumni contributions, regardless of the amount, our alumni participation number grows. This grows awareness of the school through rankings at the local, state, and national levels.

What data do we collect?

In addition to primary contact information consisting of home address, home phone, email, so that we can communicate regularly with you, we work to collect the following information:

- Personal information that carries over from student records: degree, major, gender, birth dates, ethnicity, campus organization involvement, and sports affiliation.
- Work information: Company name, job title, business address, industry code. This information assists current students in the selection of their majors and provides admissions with information regarding the potential career paths.
- Family information: spouse name, children's names and birth dates. We provide children's names to the admissions office, so when your children demonstrate an interest in R-MC, they are welcomed as a potential legacy student.
- Donor information: information regarding any donation that you've made or for which you receive credit.
- Alumni information: volunteer interests and preferences and event attendance.

What do we do with your data?

Your data is used only for College purposes. Such purposes might include:

- Promoting alumni events and programming
- Institutional research, like accreditation, academic department assessment, and other statistical measures that help program development
- Fundraising
- Student and alumni networking
- Marketing to prospective students (Identifying information must be approved by each individual in advance.)

What will we not do with your data?

Randolph-Macon College will **not** sell your data. We do not provide it to a third party for any purpose that is not directly related to Randolph-Macon College. In a situation where we do provide alumni data to a third party, it is only when we have a contract defining a service agreement. Use of our data is contractually limited to projects related to Randolph-Macon College, and any data must be returned or destroyed at the end of the contract. Before signing a contract with a third party, we review their security systems and practices to ensure they are consistent with our standards.

How do we keep the data secure?

All alumni contact information, demographic data, and donor information is kept on our SQL Server enterprise resource planning (ERP) system.

What information do we not keep?

The alumni office does not keep any grades, course schedules, student discipline records or financial aid records.

What about volunteers?

Volunteers serve as an extension of our staff. As such, it is sometimes important to share contact information with them. When we do, we remind volunteers that the information they are receiving is confidential and can only be used for its intended purposes.