

Mass Communication Policy

Policy Title:	Mass Communication Policy		
Policy #:	DGC1.20	Effective Date:	04/10/2020
Responsible Department:	Advancement Marketing & Events and Clemson Alumni Association	Cross Reference:	
Responsible Staff:	Advancement Marketing & Events and Clemson Alumni Association Marketing Teams	Policy Owner:	Sr. Dir. of Marketing & Events, Advancement and Associate Exec. Dir. of Marketing, Clemson Alumni Association

The responsibility of mass communication is divided between Clemson University Advancement Marketing & Events team and the Clemson Alumni Association Marketing team. Advancement Marketing & Events and Clemson Alumni Association Marketing teamwork hand in hand in communicating, updating and upholding this policy. The Advancement Marketing & Events team communicates to audiences with a primary focus of solicitation, stewardship or donor event invitation. Clemson Alumni Association Marketing team communicates to alumni on behalf of Clemson Clubs, colleges, departments and units. Data for these communications derives from the fundraising database, CADENCE.

1. **Purpose:** To provide the best possible service to our constituents through strategic communications while at the same time maintaining the confidentiality of the information entrusted to us by our constituents.

2. **Definitions:**

Fundraising Database means the primary system of donor and alumni constituent information, including but not limited to the giving history, contact information, development reports, and event attendance of constituents. The Advancement Services Information Technology department supports the fundraising database for the Advancement division, which is currently Blackbaud CRM, also known as CADENCE.

Committees are University volunteer boards and high priority groups recorded in CADENCE which includes basic group information, such as group summary and group members, as well as committee-specific information such as goals, event tasks and giving.

Appended Lists are lists of constituents that are not in CADENCE due to specific reasons and are maintained by units or divisions on campus.

3. **Policy:**

a. **Information Requests:**

Clemson University maintains information containing biographical, academic, demographic and gift information on alumni, donors, friends and students. This information exists

exclusively to support the work of Clemson University and to assist the University community in transacting business related to Clemson University programs. Please reference the [CUF Confidentiality Policy](#) in protection of information.

b. Communication Requests to Constituents:

Requests for alumni information or communications from outside persons or entities shall be managed by the Clemson University Advancement Marketing & Events team and the Clemson Alumni Association Marketing team in conjunction with the policies and procedures governing the fundraising database, including Data Governance policies and CUF policies. All requests for alumni information or communications to groups of 50 or more must be submitted through the alumni information online request forms at <https://alumni.clemson.edu/new-information-request-forms/> and linked from the Alumni homepage www.clemson.edu/alumni. Groups with a legitimate business need may request information from the fundraising database (CADENCE). Approved requests for information may be used for demographics analysis or for communications purposes.

- i. Upon review and approval of an alumni communication, mailing list files may be provided.
- ii. Email addresses will not be provided to requestors. All email communications to groups of 50 or more must be sent through the Alumni Association's centralized email utility and will be scheduled and distributed to approved audience.
- iii. Phone numbers may be provided upon approval and receipt of signed nondisclosure agreement.
- iv. Individual information on alumni classmates will not be released. The alumni team will either reach out to the classmate on your behalf or you may look up if that classmate has made their contact information available to the public in the [Alumni Directory](#).

c. Estimated Timing:

All requests for information release or communication to alumni should be submitted at least ten business days prior to the requested date. Delivery timeline will be provided to the requestor once the communication has been approved.

d. Copyright and Trademarks:

Clemson University, Clemson Forever and Clemson Alumni Association logos, names, trademarks and service marks are property of Clemson University or the Clemson Alumni Association. Display or use of these marks requires prior written permission by these entities. Please review the University's full copyright policy at <https://www.clemson.edu/administration/ogc/selected-policies/copyright.html>.

e. Specific Constituency Groups:

EU Residents

- i. Clemson University and the Clemson Alumni Association are committed to abiding by the standards in the General Data Protection Regulation (GDPR). As an organization, we request the consent of residents residing in the European Union (EU) to receive emails, postal mail or phone calls from Clemson University. To learn more about Clemson University's GDPR policy, please visit: <https://ccit.clemson.edu/gdpr/>. For those living within the EU who would like to receive communications from Clemson University, they must complete the form located at https://clemson.ca1.qualtrics.com/jfe/form/SV_3ye5D8wVM46nhNr to provide consent to receive communications.

Athletic and Academic Donors

- ii. Constituents who are IPTAY-only donors may not be communicated with by Advancement except for joint IPTAY and Alumni events or with approval by the IPTAY Marketing and Communications team. Constituents who are academic donors may not be communicated with by IPTAY unless they are IPTAY members or with approval by the Sr. Dir. of Marketing & Events, Advancement.

Children

- iii. Constituents under the age of 18 with identified birthdates in the database will be tagged with appropriate solicit code to not contact with the exception of IPTAY Tiger Cub Communications.

Students

- iv. Enrolled students may not be communicated with or solicited with the exception of student-focused advancement events (Give Day, Legacy Day, and Week of Gratitude), scholarship recipients through the approval of the Financial Aid Office, messages from University officials, University college communications and IPTAY Collegiate Club member communications or with approval by the Clemson Alumni Association Associate Executive Director of Marketing. Communications regarding Ring Purchases, Ring Ceremony, Senior Week, Clemson Club Summer Send Offs, Senior Class Gift, and \$2 Bill Distribution at Graduation will go through the Office of Institutional Research to verify student credit hours and acceptance.

Friends

- v. Constituents with "Friend" primary constituency code, and never made a gift, will not be communicated with in any mass communication or solicitation.

University Leaders and Groups

- vi. Committees in the fundraising database (CADENCE) which include high-priority groups and university leadership may not be communicated with unless approved by the Sr. Dir. of Marketing & Events, Advancement

Constituents Marked by Solicit Codes (Do Not Contact, Do Not Email, or Do Not Mail)

- vii. All communications should abide by the Solicitation and Confidentiality Codes Policy including but not limited to invitations to events. Exceptions to constituents marked by a specific solicit code may be approved by either the Clemson University Vice President of Advancement, Executive Director of Advancement Services of CUF or by the Legal Counsel of CUF. Such exception should be documented in the donor's record.

f. Appended Lists:

Appended lists can be submitted in the effort to expand the email communication reach if the lists abide by the following guidelines:

- i. All appended lists submitted through the information request form for email distribution will be reviewed and approved by the Advancement Sr. Director of Marketing & Events and Clemson Alumni Association Associate Executive Director of Marketing. The justification on the request form must include the purpose of the communication, the reason these individuals must be included in this distribution and follow the remaining guidelines listed in the bullets below.
- ii. The list must not include clemson.edu email addresses as those audiences are already included in the fundraising database (CADENCE) and should be identified with their constituent ID. Please work with the Clemson Alumni Association Associate Executive Director of Marketing to identify those individuals who are affiliated with the university for these communications.

- iii. The party submitting the list has consent from each individual on the list to receive email from Clemson University and its approved colleges, departments, units, clubs, groups and affiliates.
- g. Receiving Communications:
All individuals who have attended and graduated from Clemson University and those who update their contact information within the fundraising database (CADENCE) through email, a phone call or through the Contact Update Form are providing consent to receive communications from Clemson University and its approved affiliates. If an individual does not wish to receive email communications from these entities, they must contact the university through email or a phone call to an advancement or alumni staff member or select "Opt Out of Email" in any email communication they receive in their email inbox. Opting Out of University Email does not opt an individual out of IPTAY communications. If an individual wishes to receive no communication from the university including direct mail, solicitations, Clemson World magazine and email communications, they must send an email to cualumni@clemson.edu, call 864-656-2347, or contact an advancement or alumni staff member to formally request the change and their record will be marked appropriately.
- h. Policy Violation:
Users that violate this policy will have their access to constituent information and communication with constituents suspended either temporarily or permanently and the matter will be turned over to the University.

Endorsed by the Data Governance Council Executive Committee
Approved by Vice President of Advancement
Approved by Executive Director of the Alumni Association