

## Alumni Data Policy

Alumni data is used only for university purposes, such as promoting alumni events and programming; fundraising; and institutional research, such as accreditation, academic department assessment and other statistical measures that help program development. Pacific Lutheran University will not sell your data. In addition, alumni contact information, demographic data and donor information is kept on our secure enterprise system and is not available to the public.

### Why do we keep alumni data?

**To share news and events with you.** If we do not have your email address, we cannot send you our e-newsletters and information about our athletic teams, academic departments, upcoming events, class notes and other good news from alumni.

**To measure the success of our programs.** By knowing where our alumni work and what their job titles are, we are able to see how we are preparing graduates for the workforce. Staying in contact with our alumni and their employers is one of the ways we make sure our programs are best serving our students.

**To share with accreditation committees.** Pacific Lutheran University is accredited by the Northwest Commission on Colleges and Universities (NWCCU). We look to alumni information to prove to these accreditors that our programs are indeed helping students to build their lives around what matters. We don't share individual alumni information, but we do report how many of our alumni pursue graduate degrees and the types of career paths that our alumni take.

**To ask for support.** Throughout the year, we will share with you opportunities to support the areas of the university that matter most to you. Gifts from annual donors enable PLU to provide increased scholarship support, essential resources and funding for special projects. In addition, gifts from alumni are used as a key indicator of alumni satisfaction by outside evaluators like *US News and World Report*.

### 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(s), major(s), gender, birth date, ethnicity, campus organization involvement and athletic affiliation
- Work information: company name, job title, business address and industry
- Family information: spouse name, spouse work information, children's names, children's educational information and birth dates
- Donor information: information regarding any donation that you've made to PLU or for which you receive credit
- Alumni information: including communication preferences, volunteer activities and event attendance

### How do we keep the data secure?

All alumni contact information, demographic data, and donor information is kept on our secure enterprise system. Staff with access to the data have passed a background check.