ACTION ITEM TITLE: First and second year alumni database access.

BRIEF DESCRIPTION: The issue concerns the possibility of giving Jones School students access to the alumni database via the Web.

DATE REPORTED: 4/21/04

JSA REPRESENTATIVE ASSIGNED: Gerhard Golden

RESOLUTION STEPS: An e-mail was sent to Deanna Sheaffer asking her to word the official Rice and Jones School positions on this and send an e-mail to the first and second year listserv. Please see below for the text of the email.

ADDITIONAL DOCUMENTATION: Email sent to first and second year listservs.

Dear Students:

It is my understanding that many of you have questions regarding the Rice policy about web access to the alumni database. The JSA has asked that I send an email to current students explaining the online alumni directory situation. Here is the official university policy statement regarding online alumni services:

**Association of Rice Alumni Online Services Policy Statement**

While the directory's primary audience is Rice alumni, we understand that faculty and staff may have occasion to use the directory as well. We have therefore established usernames and passwords for each school. For the directory to be viable, it is crucial that all users respect and protect the privacy of our alumni. We ask, therefore, that you safeguard your school's username and password and use discretion in sharing directory information. In order to help maintain security, we will issue a new password to each dean's office twice a year. User names will remain the same.

Please note that current students do not have access to the online alumni directory, and we ask that you do not share alumni contact information with students. We do understand that students often want to contact alumni for career mentoring or networking purposes, and the Rice Alumni Contact Service (ACS) addresses that need. The ACS is a database of more than 5,000 Rice alumni who have specifically consented to be contacted by Rice students and by fellow alumni for career networking purposes. The ACS is currently accessible on desktop computers in the Rice Career Services Center and in the Rice Alumni Office (both located in the RMC). An enhanced, online version of the ACS is currently under development.
All alumni can register for ARA online services and can look alumni up themselves. If an alum requests directory information, please refer them to the Alumni Office. Should you have any questions regarding the ARA online service, please contact helpdesk@alumni.rice.edu.

The Jones School administration understands your desire and need to access alumni contacts, and to that effect, has provided access to consenting JGS alumni contact information on a desktop computer in the External Relations Office (Rm. 310). All students are also welcome to stop by the JGS Alumni office (Rm. 310-B) and myself or Meredith Stasny will be glad to assist you with identifying alumni contacts that might interest you. It is my understanding that the enhanced online version of the Rice Alumni Contact Service will be available to all students as of fall 2004 (which will incorporate the JGS alumni contact information as well).

I know several clubs have requested access to Rice alumni email lists for their events throughout the year. Rice University also has guidelines around mass emails. For the purposes of these guidelines, mass e-mail is defined as broadcast e-mail sent to groups of alumni who are not identified by virtue of characteristics personally known to the sender; rather, the recipients are identified and targeted using broad demographic, affinity or membership criteria.

Pertaining to mass email lists:

- **Rice alumni** - Development Services requires that requests for mass e-mail be submitted no less than fourteen (14) days before the date the message is to be sent. This will allow time for staff to accurately define the target audience, request the data pull from Millennium, review the message, and allow for some flexibility in the spacing of mass messages in case a number of requests are currently scheduled. Requests should be directed to Mark Davis at davism@rice.edu.

- **JGS alumni** - The External Relations department will review and approve all communications to Jones Graduate School alumni and will forward approved communications to the @jones editor to be included in the Jones Graduate School monthly electronic newsletter (@jones) which is sent to faculty, staff, students and alumni. To send club or event information to alumni, please forward your request to Deanna Sheaffer at sheaffer@rice.edu by the 12th of each month. The monthly @jones is distributed mid-month to the external relations list servs so you will need to plan accordingly. Student clubs that wish to invite alumni to special events via mail can also request alumni mailing labels from Deanna Sheaffer at sheaffer@rice.edu.

If you have additional questions or concerns, please feel free to contact me directly. I am more than glad to assist you in any way I can.

Best Regards,
Deanna

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