

# PAGR-03.4 — Procedures for Parents

## Policy PAGR-03: Constituent Relationship Management-Communications Policy

See also:

- [Policy PAGR-03: Constituent Relationship Management Communications Policy](#)

## Procedures

### 1. Parents Population

- a. For purposes of this document, “parent” is used to define parents, legal guardians, and other individuals expressly authorized by students and alumni to serve in the capacity as a parent or legal guardian.

The purposes of parent populations include:

|                               |  |
|-------------------------------|--|
| Parent of prospective student | An individual who is the parent of a prospective, applicant or admitted student at an IU campus. |
| Parent of enrolled student    | An individual who is the parent of a student who has enrolled for classes at an IU campus.       |
| Parent of alumnus             | An individual who is the parent of a former student or alumnus of Indiana University.            |

- b. Accessible Parent Constituent Data

The following parent data is visible to users of the System with appropriate access:

1. If available, name and contact information (e.g. address, status, etc.).The contact information will also include their “parent” relationship to the university.

### 2. Parent Communications Generally

Official and Engagement Communications to Parents provide unique opportunities to develop relationships and engage with parents of prospective, enrolled, and former students, including parents of alumni. Parents are an important constituent group for many units, including (but not limited to): campuses, schools, programs, the Indiana University Alumni Association, and the Indiana University Foundation.

Units within the university may communicate with parent constituents of that unit. A parent will be considered a member of a campus, school, program, or other unit for the purposes of communication when:

1. The constituent is a parent of a prospective student at the campus, school or program
2. The constituent is a parent of an enrolled student at the campus, school or program
3. The constituent is a parent of a former student or alumnus at the campus, school or program
4. The constituent has established a direct relationship with the unit (e.g. subscriber, member, ticketholder, volunteer and donor).

Communications to parents that do not meet one of above conditions must be approved as described below.

#### “Official Communications” to Parents

Official communications to parents are strictly based on the relationship or role between the parent and the respective student and may include official business that the university conducts with the parent. The communications are related to the mission or business of the University office. In almost all circumstances, these communications require that the respective student has “opted-in” for their parent to receive said communication.

Examples include:

1. Information about admissions for students under the age of 18
2. Information about housing, financial aid, tuition costs
3. Information about health center or insurance

#### “Engagement Communications” to Parents of Prospective Students

Engagement communications to parents in their role as the “Parent of a prospective student” may include official business that the university conducts with the parent. They are used to further develop the relationship that individual has with the University.

Examples include:

1. Information about campus events, safety messages, etc.
2. Campaign announcement of upcoming special events

#### “Engagement communications” to Parents of Enrolled Students

Engagement communications to parents in their role as the “Parent of an enrolled student” may include official business (e.g. safety information) that the university conducts with the parent. Communications in this category must provide an opt-out capability. Communications in this category will not be sent to parents of students with FERPA restrictions on their academic record.

Examples include:

1. Monthly newsletter with campus information
2. Academic speakers and lecturers
3. Auditorium events
4. Athletic events
5. Alumni events and opportunities
6. Parents Fund development campaign

### “Engagement communications” to Parents of Alumni and Former Students

Engagement communications to parents in their role as the “Parent of an alumnus or former student” may include official business that the university conducts with the parent. Communications in this category must provide an opt-out capability. Communications in this category will not be sent to parents of students with FERPA restrictions on their academic record.

Examples include:

1. Monthly newsletter with campus information
2. Academic speakers and lecturers
3. Auditorium events
4. Athletic events
5. Alumni events and opportunities
6. Parents Fund development campaign

### **3. Approvals for Parent Communications**

- a. Any campus or unit that plans to contact a group of parent constituents, by methods including but not limited to, e-communications, letters, newsletters, notices, bulletins, solicitations or any other contacts, whether in electronic or hard copy form, must obtain approval for the contact from the appropriate authority listed in i through viii below.

Final approval for such contact shall be made as follows:

- i. To the entire parent population of the University, the entire prospective student parent population of the University, the entire enrolled student parent population of the University, the entire former student/alumni parent population of the University by the IU President or designee.
  - ii. To the entire parent population of a campus, the Provost or Chancellor, or designee.
  - iii. To the parents of prospective students, the campus Director of Admissions or designee (and the Provost at IU Bloomington)
  - iv. To the parents of enrolled students, the Dean of Students or designee (and the Provost at IU Bloomington)
  - v. To the parents of former students/alumni, the Chancellor or Provost, or designee, and CEO/Executive Director of IUAA
- b. Exceptions

Any exceptions shall be granted at the discretion of the President of Indiana University or designee. It is assumed that approvals and exceptions will be handled via standard routing approval processes.

## **History**

- Approved 2013; Effective Date TBA