

PAGR-03.5 — Procedures for PAVERS (partners, associates, volunteers, externals, representatives, and supporters) Constituents

Policy PAGR-03: Constituent Relationship Management-Communications Policy

See also:

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

Procedures

1. PAVERS Constituents Population

a. A constituent will be considered a member of a campus, school, unit or program's PAVERS constituency for the purposes of communication when:

1. The constituent has a mission-relevant relationship with the university, campus, school, unit or program
2. The constituent has a defined university organizational unit that manages the relationship and communications with the constituent

Examples of PAVERS Constituents include (but are not limited to):

1. Legislative representatives (Office of State Relations)
2. Media contacts (IU Communications)
3. High school principals (School of Education)
4. South Bend community and civic leaders (IU South Bend)
5. Campus Theatre season ticket holders (IUPUI Theatre)
6. Legal clinic users (Maurer School of Law)

b. Accessible PAVERS Constituent Data

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

- i. Constituent name and contact information
- ii. Instances of contact
- iii. Purposes of contact
- iv. Individual/unit with relationship and communications responsibility
- v. Contact reports

2. PAVERS Communications Generally

Patrons, Associates, Volunteers, Externals, Representatives, and Supporters are critical partners to Indiana University as a whole and to the particular missions of campuses, schools, departments, programs, and all other entities of Indiana University. Because of the specialized and relevant nature of these constituent relationships with individual units of the University, it is expected that communications to PAVERS Constituents will be limited to necessary and reasonable contacts on mission-relevant matters that enhance the relationship with these constituents.

Campuses, schools, departments, programs, centers, and other entities of Indiana University will define their own PAVERS and are responsible for the maintenance of accurate contact names and information subject to separate arrangements with the CRM Service Center to provide this service. Commonly used PAVERS lists (e.g. high school guidance counselors, Chamber of Commerce members) may be shared between university units at the discretion of the unit that created the PAVERS constituency list.

A list of PAVERS Constituents that require central approval for communications (e.g. Indiana Legislative Members), will be maintained by the CRM Service Center. Constituents may be added to this list at the discretion and approval of the Vice President for Public Affairs and Government Relations or his/her designee.

3. Approvals for PAVERS Communications

- a. Any campus or unit that plans to contact a group of PAVERS 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 university, campus, school, program or unit that manages the relationship with the PAVERS constituents for communication purposes.
 - i. In the unlikely event that a communication should be sent to all PAVERS Constituents, it will require the approval of the President of Indiana University.
 - ii. In the unlikely event that a communication should be sent to all PAVERS Constituents of a campus, it will require the approval of the campus chancellor or provost, or designee.
- b. Exceptions shall be granted at the discretion of the appropriate Chancellor, Provost, or Senior Executive Officer. It is assumed that approvals and exceptions will be handled via standard routing approval processes.
- c. PAVERS Constituents Requiring Central Approval (Constituent/Approver)
 - i. Indiana Legislative Members/Vice President for Government Relations and Public Affairs

History

- Approved 2013; Effective Date TBA