

Data Policy and Guidelines for Committee Composition Integrity in CADENCE

Policy Title:	Data Policy for CADENCE Committees		
Policy #:	DGC1.30	Effective Date:	03/25/2020
Responsible Department:	Data Governance Council	Cross Reference:	
Responsible Staff:	DGC CAA	Policy Owner:	Sr. Dir. of Marketing & Events, Development and Alumni Relations

1. **Purpose:** Ensure accurate data on special internal and external constituents so that the Development and Alumni Relations team can (1) effectively communicate with them (minimize duplication, send integrated or targeted messages) and (2) invite constituents to specific events, while (3) continuing to protect the constituent’s privacy.

2. **Definitions:**
Committees are a subset of South Carolina state delegates, Clemson University leadership and Clemson University volunteer board/groups managed within the fundraising database.

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 Development and Alumni Relations division which is currently Blackbaud CRM, also known as CADENCE.

3. **Policy:**
- a. **Usage of Data:**
 The fundraising database (CADENCE) provides assistance for programs, communications and events that bring together alumni, donors and friends of Clemson University. Our goal is to provide the best possible service consistent with our obligation to be good data stewards of the database information entrusted to us. Good data stewardship implies that we must be judicious in sharing information contained in the database. We must maintain its confidentiality and, to the best of our ability, ensure its accuracy and its appropriateness for each specified use.
 - i. All internal and external users should use the Alumni Information Request Forms here - <https://alumni.clemson.edu/new-information-request-forms/> to send mass messages/solicitations.
 - ii. Requests will go through the policy owner for approval.
 - b. **Policy Violation:**
 Users that violate this policy will have their access to the committee information suspended either temporarily or permanently and the matter will be turned over to the University.

Approval Date: March 2020 - Approved by Executive Leadership of the Data Governance Council