

## **The California State University Release Of Directory Information**

The Offices of General Counsel and University Advancement have developed a set of recommendations that the campus should/may use to inform students and alumni about the release of directory information. These are offered with the support of General Counsel and University Advancement. The objective of these suggestions is to ensure that the legal risk to the CSU and its campuses is minimized. Also contained in the recommendations are suggestions concerning how the campuses might frame this information as it is communicated to current students and alumni.

We have started these recommendations with the campus advancement offices and have had no opposition. Many of our campuses are interested in getting a systemwide approach and in making a good faith effort in observing state and federal law. The recommendations are as follows:

- ◆ Only directory information will be released, such as: name, address, phone number, year of graduation and school.
- ◆ Directory information will only be used for CSU affiliated programs
- ◆ Students or alumni would be required to respond only if they refused to allow the information to be shared.
- ◆ At anytime in the future, alumni or students may change their decisions by calling or writing the campus.

While the following are examples of transmitting this information, campuses may select other transmittal vehicles that may be more appropriate to their particular campus.

<p><b>Entering Freshman</b></p> <p>To capture entering freshman: The following may be attached to campus registration forms or other student forms.</p>	<p>*Please note that your name, address, phone number, school or college, and year of anticipated graduation may be used by California State University, Fresno for the development of university affiliated marketing programs. If you do not wish to have this information used, please notify the campus University Advancement Office at 278-6050 or write to the campus at 5241 N. Maple Ave., M/S TA 118, Fresno, CA 93740-8027.</p>
<p><b>Graduating Students</b></p> <p>To capture graduating students: The following notice could be placed in the commencement publication.</p>	<p>*Please note that your name, address, phone number, school or college, and year of anticipated graduation may be used by California State University, Fresno for the development of university affiliated marketing programs. If you do not wish to have this information used, please notify the campus University Advancement Office at 278-6050 or write to the campus at 5241 N. Maple Ave., M/S TA 118, Fresno, CA 93740-8027.</p>
<p><b>Alumni</b></p> <p>To capture alumni who have graduated since this process was installed: the following may be inserted into existing alumni publications.</p>	<p>*Please note that your name, address, phone number, school or college, and year of anticipated graduation may be used by California State University, Fresno for the development of university affiliated marketing programs. If you do not wish to have this information used, please notify the campus University Advancement Office at 278-6050 or write to the campus at 5241 N. Maple Ave., M/S TA 118, Fresno, CA 93740-8027.</p>

The legal basis for these recommendations is:

The Family Educational Rights and Privacy Act (FERPA) allows an exception to privacy for directory-type information, so long as we identify to students/alumni which information we intend to treat as directory and give them an opportunity to object.

Institute of Public Administration (IPA) by contrast, only allows the disclosure of private information upon written consent. Therefore, the disclosures that are suggested satisfy FERPA and would allow us to create a directory. If a directory is created, it becomes a public document, and the IPA becomes irrelevant. If we do not create a directory, however, and surrender names to an outside purveyor, there is still a technical risk that we are not in compliance with the IPA. Therefore, it is recommended that those campuses that have not created a directory do so.