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**California State University Maritime Academy  
California Maritime Academy Foundation, Inc.**

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**VOLUME:** Policy  
**NUMBER:** UA-02-001

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**TITLE:** Alumni information sharing  
**DIVISION:** University Advancement  
**DEPARTMENT:** University Wide

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- I. The California State University Maritime Academy (CSUM) alumni database is to be considered confidential and the policy on sharing of information is as follows:
- A. The policy grants the CSUM Office of Alumni Affairs (AA) authority for approving the distribution of alumni information for the following:
    - 1. college, school, or department programming
    - 2. campus-wide events and programming
    - 3. contracts through the California Maritime Academy Foundation (CMAF) where distribution of alumni information is part of the contract
    - 4. to other alumni, in the form of an opt-in directory or publication
  - B. This policy is intended to encourage alumni participation, networking and benefits to alumni in an organized manner. There are many reasons CSUM entities may want to contact alumni, and AA is the approving body for formal university communications with graduates.
  - C. Each request for alumni contact information will be approved for a one-time distribution. Additional requests of the same list may be made to include any data updates.
  - D. Requests for alumni contact information should meet the following criteria:
    - 1. It shall be beneficial to the alum and/or the university.
    - 2. It shall be in compliance with California and Federal Laws, including SB569 (or its renewing laws) and FERPA.
  - E. Outside Agencies/individuals.
    - 1. Alumni information will not be supplied to outside agencies or individual alumni for solicitation purposes.
    - 2. CSUM will not supply individual information on alumni in response to telephone requests. Alumni will be contacted and advised that an individual/entity would like to contact them.
- II. What type of information will be shared.  
The following procedure shall be observed when submitting a request for use of alumni information:
- A. The request for alumni information shall be completed on a UA Report Request Form, and have the approval of the Vice President of University Advancement (VPUA) and the Director of Development of Alumni Affairs (DDAA).
  - B. Each request must:
    - 1. Be submitted at least two weeks prior to the day the data will be used, unless a “rush” request is approved.
    - 2. Succinctly state reasons for the need for the information, including attachments of sample items to be sent to alumni.

3. Name the constituent group(s) or individual (s) responsible for the request.
  4. Include details of the data requested.
  5. Ensure that the request is in compliance with state and federal laws, including privacy laws.
- C. Contact information regarding CSUM graduates will be given out in one of four forms:
1. Labels: Labels to be provided by the requesting office and brought to the Alumni Affairs Office for printing.
  2. Mail merge through a registered mail house: A list will be emailed directly to the mail house to be merged onto requestor's documents.
  3. Alumni Office: email requests will be sent out by the alumni office.
  4. Other requests: phone numbers will not be given out for distribution unless approved by the Vice President of University Advancement.

III. Requests for alumni contact information should be submitted to:

California State University Maritime Academy

Attn: Office of Alumni Affairs  
200 Maritime Academy Drive  
Vallejo, California 94590  
(707) 654-1210

HISTORY: MARCH 2012  
REVISION: