

University of Wisconsin-Milwaukee Parent and/or Guardian Contact Procedures

UWM collects information related to students' parents and/or guardians for various purposes including determining residency status and as emergency contacts. Like all student-related information maintained by UWM, this information is protected by FERPA. As a result, UWM employees can only access and use such information if they have a legitimate educational interest in doing so. Parent and/or guardian data is not directory information.

UWM's FERPA Manual defines a "legitimate educational interest" as "the demonstrated need to access education records by appropriate University Officials including administrators, faculty members, staff members, volunteers or contractors acting under the direct control of the University who require such access in order to perform their legitimate education and business duties." UWM's FERPA Manual further states that the following criteria shall be taken into account in determining the legitimacy of an employee's access to student information:

- (a) The employee must seek the information within the context of the responsibilities that he or she has been assigned;
- (b) The information sought must be used within the context of official University business and not for purposes extraneous to the employee's area of responsibility or to the University;
- (c) The information requested must be relevant and necessary to the accomplishment of some task or to making some determination within the scope of University employment;
- (d) The task must be determined to be consistent with the purposes for which the data are maintained. Requests related to institutional research and studies are subject to this criterion.

Considering the above, and in the interest of ensuring that contact with students' families is appropriately limited, any marketing and/or solicitations (including fundraising solicitations) directed toward parents and/or guardians must be approved in advance by the relevant division head as meeting the above criteria and being appropriate for a directed contact. In this regard, please note that the proposed content/topic should be of broad interest to all parents or family members; marketing emails that promote a specific program or event may not be appropriate. Once the division head has approved, then a request for parent and guardian contact information can be made to the Vice Chancellor for University Relations and Communications for final approval and generation of a contact list.

If you do not meet the criteria above, please submit your proposed content to Panther Family News at panther-families@uwm.edu. Panther Family News is an e-newsletter that 9000+ family members affirmatively opt in to receive monthly.

The above contact procedures do not govern contact of individual parent or family members as emergency contacts.