

## Protocols for Processing Student Engagement Data Requests

### 1. Purpose

This document outlines the protocols associated with requests for student engagement data received by Strategic Planning, Assessment, and Analysis (SPAA).

### 2. Background

The Division of Student Affairs has been entrusted with access to sensitive student-level institutional data. As such, the Division of Student Affairs has developed protocols for fulfilling requests for student engagement data submitted to Strategic Planning, Assessment, and Analysis (SPAA).

### 3. Scope

These protocols apply to all data requests submitted to SPAA for student engagement data.

### 4. Definitions

- a. *Data User*: An individual who has been authorized to access student engagement and/or institutional data
- b. *Institutional Data*: Those data, regardless of format, maintained by Kennesaw State University (KSU) or a party acting on behalf of KSU for reference or use by multiple University units. Institutional Data currently accessible via the Community Access to the Campus Labs Engage (Owl Life) system:
  - i. Demographic Data: name, sex, birthdate, citizenship status, commuter status, university affiliation
  - ii. Contact Information: address, KSU email address
  - iii. Academic Performance: cumulative institutional GPA, enrollment status
  - iv. Academic Details: class standing, major, matriculation term, previous term enrolled, transfer status, athlete status
- c. *Owl Life (Campus Labs Engage)*: Software used in the collection and management of student engagement and institutional data that is pertinent to work within the Division of Student Affairs. Campus Labs Engage is branded at KSU as Owl Life.
- d. *Student Engagement Data*: Any data housed within a Division of Student Affairs operated software platform that collects data on student participation, involvement, or engagement with Division of Student Affairs supported programs, events, and/or initiatives. Student engagement data may or may not include institutional data as a part of the data sets depending on the scope of the request and the source of the data.

### 5. Protocols

Strategic Planning, Assessment, and Analysis has been charged with receiving, reviewing, and fulfilling data requests for student engagement data on behalf of the Division of Student Affairs. Requests for student engagement data may be submitted via an online form available on the SPAA website, accessible at [studentaffairs.kennesaw.edu](http://studentaffairs.kennesaw.edu).

- a. Each student engagement data request submitted to SPAA will be reviewed in consideration of:
  - i. Alignment between the purpose of the data request and departmental mission;
  - ii. Alignment between the specific data request and the expressed purpose for accessing the data;

- iii. Approval of data request by requester's next level supervisor; and
  - iv. Other requests submitted to SPAA in order to minimize the duplication of efforts across the Division.
- b. Upon completing the review, a student engagement data request may be approved, denied, or returned to the requester for modification. In cases where a data request is approved, fulfillment of the request will be prioritized in consideration of:
- i. Scope of the request;
  - ii. Division priorities;
  - iii. Competing Divisional initiatives; and
  - iv. Competing Institutional initiatives.
- c. Users of student engagement data, which may or may not include institutional data, must agree to the following conditions prior to the release of approved data requests:
- i. Only KSU employees with a legitimate business and/or academic need and have been expressly granted access to the data shall have access to data generated from a data request.
  - ii. Users of data shall not further distribute data without expressed permission from SPAA.
  - iii. Users of data shall make use of data in a manner that is consistent with the expressed business and/or academic purpose included in the original data request submitted to SPAA.
  - iv. Users of data must act responsibly with the data they have been provided. Data users must maintain confidentiality of data in accordance with all applicable laws, KSU privacy policies, and data security standards.
  - v. Receipt of data does not imply authorization for copying, further dissemination of data, or any use other than the use for which the user was originally authorized.

## **6. Enforcement and Implementation**

- a. Each department and/or unit submitting a student engagement data request is responsible for implementing, reviewing, and monitoring internal policies, practices, etc. to ensure compliance with this protocol and university policies.
- b. Violation of this protocol may incur the same types of disciplinary measures and consequences as violations of other University policies, including progressive discipline up to and including termination of employment, or, in the cases where students are involved, reporting of Code of Conduct violation.

## **7. Exceptions**

Exceptions to the protocols established in this policy may be granted in cases where lack of access would interfere with legitimate academic or business needs.

## **8. Associated University Policies**

Policies are available via the KSU Policy Portal at [policy.kennesaw.edu](http://policy.kennesaw.edu)

- a. Data Security Policy
- b. Information Technology Acceptable Use Policy
- c. Enterprise Information Security Policy