

CATEGORY: SUPPORT SERVICES
SECTION: University Mailings
SUBJECT: Name and Address Lists and Mailing Labels
EFFECTIVE DATE: August 5, 1992

I. PURPOSE

To define the process for requesting University name and address lists and mailing labels for University mailings, and for advertising or distributing other material for functions external to the University.

II. SCOPE

This procedure applies to University mailing labels and name and address lists derived from University data and maintained by Computing and Information Services.

III. DEFINITIONS

Mailing Label A slip of paper or tag affixed to an item, indicating its destination, and produced from a name and address list. Labels are either Able-Stick (pressure sensitive) or Cheshire (machine applied).

Name and Address List The name, address, and zip code of several individuals, corporations, foundations, or associations, usually listed on continuous computer paper.

University Data The collection of data elements essential in performing the University mission, and usually maintained on the central University computer.

University Name and Address List A name and address list derived from University data. The lists contain SSN or PR numbers, names, addresses, and limited miscellaneous attribute codes.

University Mailing Labels Mailing labels produced from a University name and address list, sorted by name, SSN, PR number, or zip code.

Verification List A list of names and/or identification numbers corresponding to a set of mailing labels without associated addresses and zip codes. The sequence of the listing is either alphabetical by name, or numerical by PR number.

Special Label Request A label request that requires special selection criteria not listed on FORM 0167 Faculty/Staff Label Request, or FORM 0168, Student Label Request.

Personal Reference (PR) Number An unique number assigned to an individual associated with the University which appears on the University ID Card of the individual.

IV. ADMINISTRATIVE RESPONSIBILITIES

The Manager of Mailing Services must approve all Faculty/Staff

and Student Label Requests, and is responsible for generating the labels for standard requests, distributing approved materials to faculty, staff, and students, and monitoring unauthorized attempts to distribute materials or obtain mailing labels.

The Associate Vice Chancellor for Business is responsible for determining cultural worthiness or educational value of advertising or other materials for functions external to the University.

Computing and Information Services is responsible for generating labels for non-standard requests and developing computer programs as necessary to support special label requests.

V. PROCEDURE

Responsibility Action

A. Requesting University Mailing Labels for University Business: With or Without Verification List

Requester 1. Complete FORM 0167, Faculty/Staff Label Request (Exhibit A) or FORM 0168, Student Label Request (Exhibit B), as appropriate, according to the attached Form Instruction Guides.

a. To request selections not available on the label request forms, attached a letter describing the special selections.

2. Forward the original (white) and copies of the label request FORM 0167 or FORM 0168 and any attachments, together with a sample of the material to be mailed, to the Manager of Mailing Services for approval. Retain pink copy.

a. If only mailing services are required, forward FORM 0007, Mailing Requisition directly to Mailing Services with the material to be distributed.

b. If printing and mailing services are required, complete FORM 0007, Mailing Requisition, and FORM 0008, Printing Requisition, according to standard procedures for requisitioning those services.

Note: Enter the preprinted Label Request number on both the printing and mailing requisitions.

c. Forward the Mailing Requisition to Mailing Services and forward the Printing requisition to University Graphics and Printing.

(University Graphics and Printing will

prepare and forward the printed materials to Mailing Services.)

Manager, Mailing Services

3. If not approved, immediately notify requester of the reason.
4. If approved, contact the requester to clarify specifics of the request, if necessary.
5. Generate standard labels and verification list, if requested. Forward non-standard requests to CIS for processing.

Mailing Services

6. Forward a verification list to the requester or notify requester of label quantity for verification.
7. Match the label request number from FORM 0167 or FORM 0168 to the request number on the labels to identify the job.
8. Distribute the Mailing.
9. Process Interdepartmental Charge (IDC) to charge appropriate department account for labels and mailing services.

B. Requests for University Name and Address Lists without Labels

Requester

1. Complete FORM 0167, Faculty/Staff Label Request (Exhibit A) or FORM 0168, Student Label Request (Exhibit B), as appropriate, according to the attached Form Instruction Guides.
2. Prepare a written request describing the purpose for which the data will be used.
3. Forward the request to the Manager of Mailing Services.

Manager, Mailing Services

4. Approve or reject the request in accordance with applicable University policy. (See Section VIII, References.)
5. If approved, process standard Label Request requests. If non-standard, forward to CIS for processing.
6. If not approved, immediately notify the requester of the reason.

Manager, Mailing Services/CIS

7. Generate the Name and Address List and return directly to the requester.

C. Requesting University Mailing Labels for Non-University Advertising Material.

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| Requester | <ol style="list-style-type: none"> 1. Prepare a written request to the Associate Vice Chancellor for Business regarding the advertising and include the following: <ol style="list-style-type: none"> a. Justification for internal distribution of the material to the University community. b. Indicate whether mailing will be for faculty/staff and/or student distribution. c. Attach a sample of the advertising copy. |
| Associate Vice Chancellor for Business | <ol style="list-style-type: none"> 2. Determine, in consultation with the appropriate administrative officers, the cultural worthiness or educational value of the material, and based on that determination, approve or deny the request. 3. If not approved, notify the requester. 4. If approved, forward a copy of the request to Mailing Services for processing. |
| Manager, Mailing Services | <ol style="list-style-type: none"> 5. Upon receipt of a copy of the approved written request for non-University advertising from the Associate Vice Chancellor for Business, complete FORM 0167 Faculty/Staff Label Request and/or FORM 0168, Student Label Request as appropriate. 6. Contact the requester to arrange delivery of an appropriate quantity of the material to Mailing Services. 7. Prepare and distribute the mailing. 8. Invoice the requester. |

VI. EXHIBITS

Exhibit A - FORM 0167, Faculty/Staff Label Request

Exhibit B - FORM 0168, Student Label Request

Exhibit C - Faculty/Staff and Student Label Requests: Typical Selections

VII. RELATED FORMS

FORM 0007 - Mailing Requisition

FORM 0008 - Printing Requisition

VIII. REFERENCES

PROCEDURE 10-01-01

FACULTY/STAFF AND STUDENT LABELS
TYPICAL SELECTIONS

- Independent Lists
 - Administrative Distribution List
(Deans, Directors, Department Heads)
 - Managerial Distribution List
(Supervisors, Managers)

- Faculty
 - Full-Time
 - Part-Time
 - GSA/TA/TF/GSR's
 - Research Associates
 - Faculty Rank
 - Regional Campuses

- Staff
 - Full-Time
 - Part-Time
 - Regular/Temporary
 - Union/Non-Union
 - Job Classification
 - Regional Campus

- Students
 - Full-Time
 - Part-Time
 - Undergraduate
 - Graduate
 - Enrolled
 - Graduated
 - Primary Academic Program
 - Secondary Academic Program
 - Birth date
 - Student Level by Credits Earned

- Undergraduate Applicants
 - All
 - Rejected
 - Admitted
 - Admit Paid
 - Freshmen
 - Transfers