

Division of Student Affairs Attendance Data Collection Statement

The Duke University Division of Student Affairs is collecting voluntary student event attendance data for the purposes of assessment and program evaluation. The Division is working to gain a better understanding of who is attending events in order to provide new and enhanced opportunities for students to become involved on campus. If you choose to participate, please swipe your DukeCard before attending an event on campus.

The data collected will be used to assess items, including but not limited to, student engagement, achievement of learning outcomes, program evaluation, and for future event planning purposes. Participation will have no effect on academic grades.

Duke University and the Division of Student Affairs take the protection of student data very seriously and will take reasonable steps to safeguard confidential student data and maintain the integrity of the division's assessment and programming goals. The data collected will remain internal to Duke University and Division of Student Affairs staff will only be granted access to the data in accordance with existing University policies governing the privacy and protection of Duke users and data.

If you elect to swipe your DukeCard, your name and email will be added to the event's attendance list posted in DukeGroups. Directory data, which includes your name and email address, will also be available to the Division of Student Affairs staff responsible for the event you are attending. Additional non-directory data (gender, ethnicity, graduation date, academic department, degree sought, major, local address, home address, marital status) will then be available to the Student Affairs Assessment and Research office and will be used to assess program outcomes throughout the Division of Student Affairs, resulting in improved services.

DukeCard swiping at Student Affairs events is completely voluntary. You always have the option to anonymously attend and participate in events by simply declining to swipe your DukeCard.

If you have any questions about the Division of Student Affairs Attendance Data Collection, please contact our Assessment and Research office at research@studentaffairs.duke.edu