

University of the Cumberland



2010 UC Alumni Print Directory

... "it is a networking tool like no other. I use the UC Alumni Directory to keep in touch with former classmates and other alumni in my area." Mary Doyle Johnson, '48, Alumni Board President '74-'75 & '04-'05

The Alumni Print Directory Campaign begins

June 2010!

A post card, e-mail or phone call will be arriving soon from PCI, our trusted partner in the campaign. Your current information is important to the success of this project! Thank you for helping us in this process of keeping UC Alumni connected!

Every five years, the UC Alumni Association prints an alumni directory, and the 2010 directory project has begun! Over the next few months, Publishing Concepts, Inc. (PCI) will be contacting UC alumni via post card, e-mail and phone to request that you update your information.

We understand that you might not want to provide your information to just anyone, so we want you to know their request for your information is legitimate.

Below is a list of **Frequently Asked Questions** regarding the directory:

Where can I call to make an update?

UC Alumni may call Publishing Concepts toll-free at **1-877-464-0063 to make an update**. If you have questions regarding the print directory campaign, contact the UC Alumni Office at **606-539-4355**.

Is this a legitimate project?

Yes. The UC Alumni Association has contracted with PCI: The Data Company (also known as Publishing Concepts) out of Dallas, Texas, to collect alumni information and to produce the 2010 UC Alumni Print Directory. The call/e-mail/postcard you received was sent on our behalf.

Who is PCI: the data company?

PCI creates and publishes alumni directories for educational institutions. PCI has been in business more than 85 years and was the nation's first publisher of alumni directories. PCI partners with 17 of the top 25 universities as rated by US News and World Report, including Princeton University, Harvard Law School, and Virginia Tech just to name a few.

Why is the UC Alumni Association using an outside contractor to complete this project?

With a limited staff, the UC Alumni Association needs to use a professional company to ensure the Directory is complete, accurate and completed on time.

What will the e-mail request look like?

The e-mail you will receive will be sent by PCI and will be addressed from UC Alumni Director, Dave Bergman, with the following email address uofthecumberlands-reply@publishingconcepts.com. It will feature the UC logo and an electronic signature.

If you receive any other suspicious e-mail messages requesting that you reply via e-mail to verify alumni information, these are likely scams. The only way the UC Alumni Association is collecting updates for this project is through the toll-free number **1-877-464-0063**; the legitimate message will NOT ask you to reply via e-mail. If you have any questions about the legitimacy of an e-mail message you receive, please feel free to contact the UC Alumni Office at 606-539-4355 or via e-mail to Dave Bergman, alumni@ucumberlands.edu. Any questionable emails may be forwarded to the Alumni Office for scrutiny and authenticity.

Why do I need to update my information?

Information changes - mailing addresses, e-mail addresses, phone, children, etc. This is a great way for classmates who may have lost touch to get connected. The 2010 UC Alumni Directory will be a permanent record of University of the Cumberland's indicating who attended UC and where alumni are in the world as of 2010.

The revised information will help University of the Cumberland's ensure that its alumni information is up to date.

Who will be included in the directory?

The 2010 UC Alumni Directory will contain all University of the Cumberland's graduates through May 2010 and other former students.

How long do I have to make changes and still have them appear in the directory?

Any changes submitted through PCI's calling campaign by April 2011, will be reflected in the directory.

Can I choose for some or all of my information to not be printed in the directory?

Yes. You may tell the caller what information you would prefer to have excluded when you call to update/verify your information. You may also communicate this information to the PCI customer service desk or the UC Alumni Association.

What if there is an error in my UC degree information?

UC degree information comes directly from official University of the Cumberland's records. If you notice an error, please contact the UC Alumni Office directly at 606-539-4355 or email Dave Bergman alumni@ucumberlands.edu. PCI operators are not authorized to make changes to degree information.

When can I order a 2010 UC Alumni Directory and when will I receive it?

You may order a directory at the time you call to update your information or by the publication deadline of April 2011. Directories will be shipped May 28, 2011.

Is there an environmentally-friendly version of the Alumni Directory?

Yes. Alumni may purchase a CD-ROM of the 2010 UC Alumni Directory.

What is available when ordering the 2010 Alumni Print Directory or CD ROM versions?

There are three packages available: 1. Basic Package 2. Value Package 3. Complete Package. When calling the toll-free **1-877-464-0063** to submit your updated information for the 2010 UC Alumni Directory, you may place an order and learn more about each of these packages. Additional special UC Alumni merchandise may be purchased through this UC Alumni Directory offer. Just ask about alumni merchandise when calling.

What safeguards do you have in place to ensure that the information in the directory is not misused by PCI or by an individual?

We make every effort contractually and through copyright laws to ensure the safety and confidentiality of information contained in the directory.

PCI is a trusted partner of the University of the Cumberlands. They have agreed to a written confidentiality clause in our contract which limits the use of the information contained in the directory to functions directly related to the preparation and promotion of the 2010 UC Alumni Directory. Upon completion of the project, PCI will return to the UC Alumni Office all files that have been supplied by the Alumni Office or produced by PCI in connection with the 2010 UC Alumni Directory.

The directory will only be made available to alumni of University of the Cumberlands. The information contained in the 2010 directory will be published under the copyright of University of the Cumberlands and will contain the following language (or similar language) in the opening pages.

"This directory is for official use of University of the Cumberlands Alumni Association and for individual communication of a personal nature between those listed in the directory. Use of the directory for any other purpose, including but not limited to, reproducing and sorting in a retrieval system by any means, electronic or mechanical, photocopying or use of the addresses or other information contained in this directory for any commercial or mass mailing (whether postal or electronic) is strictly prohibited and in direct violation of the copyright."

