



Jeff Ekena
Regional Superintendent
jekena@roe53.net

Jon Smith
Assistant Regional Superintendent
jonsmith@roe53.net

Date: 4.27.2023

Open Records Request dated 04.26.2023

abigailjacob@uky.edu

Request #1:

April 26, 2023

MEMORANDUM

TO: Jeff Ekena, Superintendent of Mason/Tazewell/Woodford
Regional Office Of Education

FROM: Christine Harper, AVP for Enrollment Management and
Chief Enrollment Officer

SUBJECT: Request for Directory Information

Rationale for request:

At the University of Kentucky, we are concerned about enhancing college going rates, both in our home state, as well as those around us. Last year, we partnered with school districts to pilot a successful initiative to request directory information for high school students, which was then shared utilizing permissive local school board policy language. The intention of this effort was to reach out directly to students to invite them to apply, as increasing access and participation in higher education is critical for workforce development across the country. We seek to address the gaps in college going for many under-represented students (low-income, first gen, and students of color).

Traditional ways in which colleges access their information to contact them about both financing and applying for college miss many students in these groups. By requesting directory information from school districts directly, we hope to close that gap. General awareness that college is an option is insufficient for an otherwise qualified student who is unsure about their post-secondary potential. The pilot of the direct invitation model showed increased confidence and likelihood of application submission. This translated into an immediate impact on college-going rates, particularly for under-represented communities.



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By partnering to providing the Directory Information per your Board Policy, UK can provide information to support students in providing opportunities and information that will help them determine their future plans. UK does not use this information for any purpose other than to communicate with prospective students about the college application process and higher education at UK in general. Additionally, we always include at least one communication on all 2- and 4-year public postsecondary options and the college search process during our outreach in our efforts to increase college-going in general.

As a reference, we are specifically making this request in light of Administrative Code 375, Section 375.80 Directory Information.

Data requested from UK:

Student name
Physical address
Student or parent email (prefer student, but understand parent may be released instead)
Phone number
Grade level

Use of data:

The University of Kentucky is interested in this data to be able to better support high school students and families in their college search process by providing information regarding college access and options, affordability, as well as special opportunities for visits and special events. Specifically, we use this information to reach out to potential students and to promote information sharing, activities, and actions to support them in making decisions about their academic future, institutional fit, FAFSA application, scholarship information, and application to UK. This contact information allows us the opportunity to communicate about the college application process, financing their education, opportunities to participate in on-campus events, promote on-campus opportunities for research, bridge programs, and major specific information to all students, with a major emphasis on reaching those students who might not be receiving outreach from institutions and are unsure about their postsecondary options and plans.

UK, as a public institution, also is subject to the same FERPA regulations on data security. UK does not transfer student directory information to any third party.

For the data requested, we would be happy to set up a secure data exchange, or to receive an excel file of the data requested sent to abigailjacob@uky.edu.

Thank you for all you do to support students your students.



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Your Partner in Education,

**Christine Harper, Chief
Enrollment Officer**

University of Kentucky

Response to Request #1:

Your request has been granted; however, the Regional Office of Education does not have this information on file within our office.

Jeffrey Ekena
Regional Office of Education, #53, serving Mason, Tazewell, and Woodford Counties



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Regional Superintendent of Schools
Regional Office of Education #53
Serving Mason, Tazewell, Woodford Counties
Office: 309.477-2290
Fax: 309.347-3735
jekena@roe53.net

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Assistant Regional Superintendent of Schools
Regional Office of Education #53
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