



## PUBLIC RECORDS REQUEST

Persons requesting copies of public records for a commercial purpose must provide a statement setting forth the commercial purpose for which the records are requested. Upon receipt of this completed form, Northern Arizona University (NAU) will provide responsive records (if any) subject to payment in advance of charges which include the following:

- a portion of the cost to NAU of obtaining the original or copies of the records;
- a reasonable fee for the cost of equipment and personnel used in producing such record or reproduction; and
- the value of the record or reproduction in the commercial market.

**II. Under Arizona Revised Statute ([A.R.S. §39-121.03\(D\)](#)), “commercial purpose” means the use of a public public record for the purpose of:**

- sale or resale;
- producing a document containing all or part of the copy, printout or photograph for sale;
- obtaining of names and addresses from such public records for the purpose of solicitation or the sale of names and addresses to another for the purpose of solicitation; or
- any purpose in which the requestor can reasonably anticipate the receipt of monetary gain from the direct or indirect use of such public records.

Requestor Information	
Name and Title/Position:	
Employer Name and Address:	
Telephone:	E-mail:
Description of Primary Business of Employer:	
Records Requested	
Describe with specificity the records being requested:	

Is this a commercial request?		
<input type="checkbox"/> No (Skip to Certification) <input type="checkbox"/> Yes (Complete below Statement of Purpose and Pricing)		
Statement of Purpose and Pricing		
1.	Sale or resale to (identify market):	Price, Price Range or Cost per Sale/Unit:
2.	Production for sale of document/material containing all or part of the public record (describe document/material):	Price:
3.	Obtaining names/addresses for solicitation or sale for purposes of solicitation (identify market and purpose):	Price, Price Range or Cost:
4.	Other purpose (describe):	Price or Value:

Certification*		
I certify and attest <b>that the requested records will not be used for commercial purposes as defined in A.R.S. 39-121.03</b> and that I am aware of the penalties of not indicating a commercial purpose as laid out below.		
Print Name:	Signature: <i>Raj</i>	Date:

**Return completed form to NAU Communications: [NAUcomm@nau.edu](mailto:NAUcomm@nau.edu).**

**\*CAUTION: [A.R.S. §39-121.03\(C\)](#) sets forth the penalties and damages applicable to persons who obtain public records for a commercial purpose without indicating the commercial purpose or who obtain a public record for a noncommercial purpose and who use or knowingly allow the use of such public record for a commercial purpose or who obtain a public record for a commercial purpose and use or knowingly allow the use of such public record for a different commercial purpose or who obtain a public record from anyone other than the custodian of such records and use it for a commercial purpose.**

To Whom It May Concern:

Pursuant to the Arizona Public Records Law, I hereby request the following records:

- 1) All documentation since Jan. 1, 2017 of the university's contracts with EAB for the company's Pipeline Analytics service. Specifically, this should include contracts, statements of work, lists of deliverables, successful RFP response packages, sole source agreements, and data privacy agreements. For reference, more information about Pipeline Analytics can be found here: <https://eab.com/colleges-and-universities/enrollment/enrollment-analytics/>.
- 2) All annual or semi-annual reports prepared by the university enrollment staff or EAB since Jan. 1, 2017 regarding the university's use of the Pipeline Analytics service. This includes, but is not limited to, plans and reports describing the university's use of Pipeline Analytics to inform student list purchases, student outreach, targeted communication campaigns, admissions decisions, and recruiting trips.
- 3) Design documentation for the university's Pipeline Analytics model including, but not limited to: user manuals, data dictionary(s), variable impact reports, system architecture reports, and model calibration and validation tests.

I ask that all fees be waived as I intend to use the requested records to further public understanding of public agencies.

Should you choose to reject this request or redact portions of responsive documents, I ask that you provide a detailed breakdown of the statutory exemptions and associated case law underlying your decision to withhold each/any portions from public review.

The requested documents will be made available to the general public, and this request is not being made for commercial purposes.

In the event that there are fees, I would be grateful if you would inform me of the total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment if available or CD-ROM if not.

Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 10 business days.

Sincerely,

Todd Feathers