Higher Ed Digital Ethics: **Practice versus Awareness**

IT and other campus professionals generally agree that their institutions have policies and practices in place to help safeguard data and ensure its ethical use, even though most institutions are lacking in sufficient privacy-focused human resources. In contrast, students and faculty report low levels of awareness around what data is being collected and, especially, how the data is being used.

**94%** of student affairs, institutional research, and IT professionals agree or strongly agree that privacy rights are respected in conducting student success studies.

**78%** of IT professionals agree or strongly agree that their institution develops and maintains sufficiently robust policies and practices to safeguard data used for student success analytics.

**74%** of IT professionals agree or strongly agree that their institution has a procedure for vetting third parties or vendors with respect to data security and privacy.

**70%** of students are confident in their institution’s ability to safeguard their data.

**61%** or more of institutions rate data-informed decision-making and privacy as influential, putting these two trends into the “Most Influential” category.

**60%** of faculty understand policies surrounding data use, storage, and protection.

**58%** of institutions report having no FTE privacy staff.

**45%** of students think they benefit from the collection of their personal data for purposes such as improved services and advising.

**44%** of students understand how their institution uses their personal data.

**44%** of faculty understand what personal data their institution collects on them.

**25%** of institutions report having between 0 and 0.5 FTE privacy staff.

**24%** of faculty understand how their institution is using their personal data.

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