

Essential Preparation for STEM Engagement Activities



Purpose

- A reliable list of school decision-makers is essential for planning and delivering Discover Digital Programme (DDP) initiatives for secondary schools.
- Steps and timelines are indicative and should be adapted to national calendars and local school systems.



Contact list creation and maintenance

- Start from an authoritative national source (e.g., Department of Education registry) to build a baseline list of recognised schools.
- Extract role-based contacts from school websites/public directories into a structured dataset (spreadsheet/CRM), targeting principal, guidance/career counsellor, STEM/ICT teacher, parent bodies (where relevant).
- If direct emails are missing, use the general school address and address the message to the intended role in the subject line.
- Maintain the dataset internally with an owner and update cadence.
- Scale via a structured volunteer activity (students supporting communications/outreach/data stewardship).
- Use aggregators/portals where they exist to accelerate outreach.
- If professional social media is used, do so cautiously and record the source for traceability.



Mailing workflow options

- Without a CRM, run a controlled internal workflow (Word templates + Excel lists + Outlook distribution).
- If campaign platforms are used, treat them as external processing and align GDPR accordingly (legal basis, processor terms, opt-out, retention, access control).
- Consult the external document ***“Register of Processing Activities”*** for detailed information about managing personal data.



Data Governance and Ethical Compliance (minimum checklist)

- Ensure all data collection activities comply with GDPR, national legislation, and institutional data protection and ethical requirements, including the preparation of consent forms and adherence to applicable ethical approval procedures. For participants below the applicable age threshold, obtain verified parental or legal guardian consent prior to data collection.
- Limit data collection to what is strictly necessary, define clear purposes for its use, and ensure participants and parents are informed in clear and accessible language about data use and retention.
- Manage tools and data collection locally, in alignment with GDPR, national legislation, and institutional policies; templates are indicative and must be adapted proportionately.
- The HEI acts as data controller for legitimate educational outreach activities.
- Include a disclaimer covering the use of public-source contact information, and provide mechanisms for correction, removal, and the exercise of data subject rights (e.g., withdrawal of consent).
- Maintain Article 30 records of processing activities in accordance with GDPR, including data categories, purpose of processing, legal basis, recipients, retention period, access controls, and security measures.



External documents – available under the section *“Useful detail info”* of the Discover Digital Programme web page on the [EU Code Week](#) platform

- *Register of Processing Activities* ([01 Register of Processing Activities.pdf](#)).