



## Data Specifications for Data Sent to RNL for Fall 2022 Conversion Analysis

All data transmitted to RNL must use the Global Data Specifications format (pages 3 - 6 of this document). The Global Specs outline physical characteristics of data, field information, and documentation that should be provided to RNL. All fields requested contribute to different aspects of your program. To receive all the benefits of the conversion analysis, you will need to follow the specifications outlined in this document and use the templates and tables provided in the Excel file.

The submitted Excel data file is to include your **entire fall 2022 recruitment activity**. This must include **all** inquiries, **all** applicants, **all** admitted, **all** deposited, and **all** enrolled, **first-year, full-time** freshmen\* **for the fall of 2022**. **Note: Data on enrolled students is not gathered for the Mid-Year Conversion (January to February data collection).**

**\*Please make sure you ONLY include fall 2022 first-time, full-time freshmen unless your service(s) included other populations, such as transfers or graduates. (See "OpportunityType" in the Data Layout.)**

### Important:

1. Submit your data file in Excel format.
2. A file header record should be included with every file for every field (see the Global Data Specs and the Excel Template).
3. The Excel file should include separate tabs (as provided in the template) with the codes and translations.
  - a. A table with your **Initial Source Codes (ISOURCE\_CD)** and their corresponding translations/descriptions.
  - b. A table with your **Ethnic Codes** (IPEDS race) and their corresponding translations/descriptions.
  - c. A table with your **App Type Codes** and their corresponding translations/descriptions.
4. Make sure to complete/include the **2022 Quick Summary** (blank table is included in the Data Specs and Translations Tables Excel Template). Complete with the appropriate numbers (inquiries, application, admits, etc.) that are in the Excel file. If populations other than first-time freshmen are included in your file, please complete separate Quick Summaries for each population. Check out the FAQ's—Final Conversion Data Requirements page to see the answers to the most common questions about the Conversion Analysis.

**Data files must only be submitted via RNL Smart Data portal or RNL sftp server. RNL is not liable or responsible for emailed data/files. If you need the web address, username, or password please contact your Client Success Director.**

**Your file should be named "RNL\_YourInstitutionName\_Fall2022\_Conversion\_date data pulled", e.g., RNL\_RuffaloNLUniversity\_Fall2022\_Conversion\_021522.** If you will be utilizing the Smart Data portal, select 'EM Historical Data' or EM Scoring' as your file purpose.

Thank you!

| Field Name                     | Field Length | Lookup Table Required | Data Type | Description  | Note  |
|--------------------------------|--------------|-----------------------|-----------|--|---|
| <b>CORE VARIABLES</b>          |              |                       |           |  |   |
| <b>STUDENT BIO INFORMATION</b> |              |                       |           |  |   |
| <b>STUDENTID</b>               | 20           |                       | C         | Fixed, unique identifier for each student record   | <i>IDs should not be case-sensitive (i.e., ABC123 and abc123 will be interpreted as the same ID). ID values should never be reused between different student records, and should remain constant throughout the recruitment process. IDs provided in this field will be used for matching purposes. Do not use SSN.</i> |
| <b>F_NAME</b>                  | 20           |                       | C         | First name   |   |
| <b>M_NAME</b>                  | 15           |                       | C         | Middle name or initial   |   |
| <b>L_NAME</b>                  | 22           |                       | C         | Last name  |   |
| <b>ADDRESS1</b>                | 60           |                       | C         | Permanent home address number and street   | <i>Required in order for any address field to be populated in our system. Do not include multiple lines within the address field, such as carriage return or line feed characters.</i>  |
| <b>ADDRESS2</b>                | 30           |                       | C         | Permanent home address line 2 (Apt, PO Box, etc.)  | <i>Do not leave first address line blank and put info in the second. Do not place two separate addresses in ADDRESS1 and ADDRESS2, such as a business address and a residential address.</i>  |
| <b>CITY</b>                    | 25           |                       | C         | Permanent home city  | <i>City is required in order for any address field to be populated in our system.</i>   |
| <b>STATE</b>                   | 2            |                       | C         | Permanent home state   |   |
| <b>COUNTRY</b>                 | 60           |                       | C         | Permanent home country   | <i>Required for non-US addresses</i>  |
| <b>ZIP_CODE</b>                | 10           |                       | C         | Permanent home ZIP or postal code  |   |
| <b>EMAIL</b>                   | 100          |                       | C         | Email address  |   |
| <b>GENDER</b>                  | 9            | Y                     | C         | Gender   |   |
| <b>HOME_PHONE</b>              | 20           |                       | C         | Home phone number that corresponds with the permanent address                              | <i>The entire number, including area code is required. Exclude spaces, parentheses and dashes: 3193627483, not (319) 362-7483</i>   |
| <b>MOBILE_PHONE</b>            | 20           |                       | C         | Student's mobile phone number including area code  |   |
| <b>BIRTH_DT</b>                | 10           |                       | D         | Date of birth (MM/DD/YYYY)   |   |
| <b>FLAGS AND DATES</b>         |              |                       |           |  |   |
| <b>DATE_END</b>                | 10           |                       | D         | Term start date (MM/DD/YYYY)   |   |
| <b>FLAG_PUSH</b>               | 1            |                       | C         | Flag (Y/N) to indicate prospect/search name was "dumped" or "loaded" into the inquiry pool |   |
| <b>FLAG_PRO</b>                | 1            |                       | C         | Flag (Y/N) indicating the student was a purchase or a search name                          |   |
| <b>DATE_PRO</b>                | 10           |                       | D         | Date (MM/DD/YYYY) the student name was purchased   |   |
| <b>FLAG_INQ</b>                | 1            |                       | C         | Flag (Y/N) indicating if the student has inquired  |   |
| <b>DATE_INQ</b>                | 10           |                       | D         | Date the student came in contact with the admissions office                                |   |
| <b>FLAG_APP</b>                | 1            |                       | C         | Flag (Y/N) indicating the student has applied  |   |
| <b>DATE_APP</b>                | 10           |                       | D         | Date student initially submitted application   |   |
| <b>FLAG_ADM</b>                | 1            |                       | C         | Flag (Y/N) indicating if the student was admitted  |   |
| <b>DATE_ADM</b>                | 10           |                       | D         | Date student was admitted/accepted   |   |
| <b>FLAG_CON</b>                | 1            |                       | C         | Flag (Y/N) indicating if the student has confirmed/deposited                               |   |
| <b>DATE_CON</b>                | 10           |                       | D         | Date student confirmed/deposited   |   |
| <b>FLAG_ENR</b>                | 1            |                       | C         | Flag (Y/N) indicating if the student has enrolled  |   |
| <b>DATE_ENR</b>                | 10           |                       | D         | Date student enrolled  |   |

| Field Name                    | Field Length | Lookup Table Required | Data Type | Description   | Note  |
|-------------------------------|--------------|-----------------------|-----------|---|---|
| FLAG_CANC                     | 1            |                       | C         | Flag (Y/N) indicating if the student canceled or withdrew at any time   |   |
| DATE_CANC                     | 10           |                       | D         | Date (MM/DD/YYYY) the student canceled or withdrew  |   |
| APP_CODE                      | 1            |                       | C         | Complete application flag (e.g., N = incomplete application, Y = complete application - all parts needed to make a decision have been received) |   |
| DATE_APP_COMP                 | 10           |                       | D         | Date student completed submitted application  |   |
| FLAG_INTERNATIONAL            | 1            |                       | C         | Flag (Y/N) indicating the student is an international student   |   |
| <b>ADMISSIONS INFORMATION</b> |              |                       |           |   |   |
| ISOURCE_CD                    | 8            | Y                     | C         | Source of initial student-initiated contact with admissions office  |   |
| FIRSTSOURCEAPP                | 1            |                       | C         | Flag (Y/N) indicating that the application was the institution's first contact with the student   | <i>Use this field only if FIRSTSOURCEAPP isn't already explicitly represented in ISOURCE_CD.</i>      |
| INQ_MAJOR_01                  | 15           | Y                     | C         | First indicated major at time of inquiry  |   |
| INQ_DEPT_01                   | 9            | Y                     | C         | Department or division of the first inquiry major   |   |
| APP_MAJOR_01                  | 15           | Y                     | C         | First indicated major at time of application  |   |
| APP_DEPT_01                   | 9            | Y                     | C         | Department or division of the first application major   |   |
| MAJOR_01                      | 15           | Y                     | C         | First indicated major   | <i>Use the MAJOR_01 and DEPT_01 fields if your institution does not capture majors at each stage.</i> |
| DEPT_01                       | 9            | Y                     | C         | Department or division of the first major   |   |
| APP_TYPE                      | 9            | Y                     | C         | Description of which application student used to apply (e.g., Paper App, Online App, Common App, RNL App)                                       |   |
| ADMIT_CD                      | 1            | Y                     | C         | Institutional admit code (e.g., A=Admit, D=Denied, W=Withdrawn, etc.)   |   |
| ADMIT_TYPE                    | 9            | Y                     | C         | Type of admission granted to the student (e.g. Conditional, Restricted, etc.)   |   |
| COUNSELOR                     | 15           | Y                     | C         | Name or code for admissions counselor or territory assigned to the student  |   |
| HSCODE                        | 6            |                       | C         | CEEB code of student's high school  | <i>CEEB code is required for high school to be displayed for RNL reporting/dashboards.</i>            |
| HS_GRAD_YR                    | 4            |                       | N         | High school graduation year (YYYY)  |   |
| ENTRY_STAT                    | 2            | Y                     | C         | Entering student status (F = First-Year, T = Transfer, R = Readmit, C = Continuing)   |   |
| ACADEM_LEV                    | 9            | Y                     | C         | Academic classification (G=Graduate U = Undergraduate)  |   |
| FULLTIME_PARTTIME             | 9            | Y                     | C         | Academic hours student plans to undertake (F = Full-time, P = Part-time)  |   |
| ENTRY_TERM                    | 5            | Y                     | C         | Quarter or term the student plans to or did enroll (e.g. Fall 18, Spring 20)  |   |
| SUBINST_CD                    | 9            | Y                     | C         | College or division interest (College of Science, Business, Music, etc.)  |   |
| <b>ACADEMIC VARIABLES</b>     |              |                       |           |   |   |
| ACT_COMP                      | 2            |                       | N         | ACT composite score   |   |
| SAT_COMP                      | 4            |                       | N         | SAT composite score (reading/writing + math; max=1600)  |   |
| HSGPA                         | 5            |                       | N         | Cumulative high school grade point average  |   |
| <b>PARENT INFORMATION</b>     |              |                       |           |   |   |
| RELATION_01                   | 20           | Y                     | C         | Relationship of the first parent to the student (e.g. mother, father, guardian)   |   |
| P_F_NAME_01                   | 20           |                       | C         | Parent's first name   |   |
| P_L_NAME_01                   | 22           |                       | C         | Parent's last name  |   |
| P_EMAIL_01                    | 100          |                       | C         | Parent's email address  |   |

| Field Name        | Field Length | Lookup Table Required | Data Type | Description  | Note                          |
|-------------------|--------------|-----------------------|-----------|--|-------------------------------|
| P_ADDRESS1_01     | 60           |                       | C         | First line of parent's mailing address   |                               |
| P_ADDRESS2_01     | 30           |                       | C         | Second line of parent's mailing address  |                               |
| P_CITY_01         | 25           |                       | C         | Parent's mailing address city  |                               |
| P_STATE_01        | 2            |                       | C         | Parent's mailing address state or province                                       |                               |
| P_ZIP_01          | 10           |                       | C         | Parent's mailing address ZIP or postal code                                      |                               |
| P_COUNTRY_01      | 20           | Y                     | C         | Parent's mailing address country   | Required for non-US addresses |
| P_HOME_PHONE_01   | 20           |                       | C         | Parent's home phone number   |                               |
| P_MOBILE_PHONE_01 | 20           |                       | C         | Parent's mobile phone number   |                               |
| RELATION_02       | 20           | Y                     | C         | Relationship of the second parent to the student (e.g. mother, father, guardian) |                               |
| P_F_NAME_02       | 20           |                       | C         | Parent's first name  |                               |
| P_L_NAME_02       | 22           |                       | C         | Parent's last name   |                               |
| P_EMAIL_02        | 100          |                       | C         | Parent's email address   |                               |
| P_ADDRESS1_02     | 60           |                       | C         | First line of parent's mailing address   |                               |
| P_ADDRESS2_02     | 30           |                       | C         | Second line of parent's mailing address  |                               |
| P_CITY_02         | 25           |                       | C         | Parent's mailing address city  |                               |
| P_STATE_02        | 2            |                       | C         | Parent's mailing address state or province                                       |                               |
| P_ZIP_02          | 10           |                       | C         | Parent's mailing address ZIP or postal code                                      |                               |
| P_COUNTRY_02      | 20           | Y                     | C         | Parent's mailing address country   | Required for non-US addresses |
| P_HOME_PHONE_02   | 20           |                       | C         | Parent's home phone number   |                               |
| P_MOBILE_PHONE_02 | 20           |                       | C         | Parent's mobile phone number   |                               |

| SECONDARY VARIABLES     |    |   |   |   |   |
|-------------------------|----|---|---|---|---|
| STUDENT BIO INFORMATION |    |   |   |   |   |
| ETHNIC_CD               | 9  | Y | C | Ethnic origin   |   |
| FLAG_ETHNIC             | 1  |   | C | Flag (Y/N) for Hispanic ethnicity as reported for IPEDS                   |   |
| RACE_01                 | 18 | Y | C | Student's race as reported for IPEDS                                      |   |
| RACE_02                 | 18 | Y | C | Student's race as reported for IPEDS                                      |   |
| RACE_03                 | 18 | Y | C | Student's race as reported for IPEDS                                      |   |
| RACE_04                 | 18 | Y | C | Student's race as reported for IPEDS                                      |   |
| RACE_05                 | 18 | Y | C | Student's race as reported for IPEDS                                      |   |
| ADMISSIONS INFORMATION  |    |   |   |   |   |
| INQ_MAJOR_02            | 15 | Y | C | Second indicated major at time of inquiry                                 | Use the MAJOR_02 and DEPT_02 fields if your institution does not capture majors at each stage |
| INQ_DEPT_02             | 9  | Y | C | Department or division of the second inquiry major                        |   |
| APP_MAJOR_02            | 15 | Y | C | Second indicated major at time of application                             |   |
| APP_DEPT_02             | 9  | Y | C | Department or division of second application major                        |   |
| MAJOR_02                | 15 | Y | C | Second indicated major  |   |
| DEPT_02                 | 9  | Y | C | Department or division of the second indicated major                      |   |
| MARKET_SEG              | 15 | Y | C | Institution-assigned market segment code                                  |   |
| VENDOR                  | 10 | Y | C | Initial source of prospect's record                                       | Please use ISOURCE_CD field for inquiry source  |
| DENOM_CD                | 9  | Y | C | Religious denomination  |   |
| PREPROFESSIONAL         | 10 | Y | C | Pre-professional program to which the applicant desires to gain admission |   |
| INTEREST_01             | 9  | Y | C | First indicated extracurricular interest                                  | If there is a clear ranking, please provide in order from highest to lowest                   |
| INTEREST_02             | 9  | Y | C | Second indicated extracurricular interest                                 |   |
| INTEREST_03             | 9  | Y | C | Third indicated extracurricular interest                                  |   |

| Field Name                    | Field Length | Lookup Table Required | Data Type | Description   | Note   |
|-------------------------------|--------------|-----------------------|-----------|---|--|
| <b>OPTIONAL FIELDS</b>        |              |                       |           |   |  |
| <b>ADMISSIONS INFORMATION</b> |              |                       |           |   |  |
| TRAD                          | 9            | Y                     | C         | Traditional or non-traditional status (T = Traditional, N = Non-Traditional)  |  |
| HOUSING                       | 9            | Y                     | C         | Housing status (e.g. on-campus off-campus, with parents)  |  |
| CHURCH_CD                     | 9            | Y                     | C         | Code representing the student's stated church   | Use DENOM_CD for general religious preference                                |
| MARITAL_STATUS                | 9            | Y                     | C         | Marital status  |  |
| MILITARY                      | 9            | Y                     | C         | Military or veteran status  |  |
| ST_INT_LVL                    | 9            | Y                     | C         | Student's interest level in the institution   |  |
| SITE_CD                       | 9            | Y                     | C         | Campus site if the institution is a multi-site facility   |  |
| SPORT_01                      | 20           | Y                     | C         | First athletic interest   | If there is a clear ranking, please provide in order from highest to lowest. |
| SPORT_02                      | 20           | Y                     | C         | Second athletic interest  |  |
| SPORT_03                      | 20           | Y                     | C         | Third athletic interest   |  |
| <b>ACADEMIC INFORMATION</b>   |              |                       |           |   |  |
| P_GPA                         | 8            |                       | N         | Predicted GPA or other numeric academic rating  |  |
| ACT_SOURCE                    | 1            |                       | C         | Flag (Y/N) if ACT Scores are official or unofficial (self-reported)   |  |
| ACTENGLISH                    | 2            |                       | N         | ACT English score   |  |
| ACTMATH                       | 2            |                       | N         | ACT Math score  |  |
| ACTREADING                    | 2            |                       | N         | ACT Reading score   |  |
| ACTSCIENCE                    | 2            |                       | N         | ACT Science score   |  |
| ACTWRITTEN                    | 2            |                       | N         | ACT Written score   |  |
| SAT_SOURCE                    | 1            |                       | C         | Flag (Y/N) if SAT Scores are official or unofficial (self-reported)   |  |
| SATREADING                    | 4            |                       | N         | SAT Evidence-Based Reading and Writing score  |  |
| SATMATH                       | 4            |                       | N         | SAT Math score  |  |
| DECISION_PLAN                 | 60           | Y                     | C         | The applicant's requested timeline for admission decision (e.g. early decision, regular decision), for students at or beyond an applicant status.   |  |
| <b>CONTACT VARIABLES</b>      |              |                       |           |   |  |
| CONT_SI                       | 10           |                       | N         | Total number of self-initiated contacts prior to enroll   |  |
| OP_HOUSE                      | 20           |                       | N         | Total number of open houses attended prior to enroll (Can flag (1/0) indicating if the student attended an open house if total count not available) |  |
| CA_VISIT                      | 10           |                       | C         | Total number of campus visits prior to enroll (Use (1/0) indicating if the student made a campus visit if total count not available)                |  |
| CA_VISIT_DATE                 | 10           |                       | D         | Date that corresponds to the first campus visit   |  |
| CONT_TI                       | 10           |                       | N         | Number of travel initiated contacts   |  |
| OREN_SESS                     | 9            | Y                     | C         | Code for the orientation session attended   |  |
| <b>USER-DEFINED VARIABLES</b> |              |                       |           |   |  |
| USERDEF20 - USERDEF39         | 60           |                       | C         | User-defined fields   |  |
| NUSERDEF5 - NUSERDEF10        | 18           |                       | N         | Numeric user-defined fields   |  |

| Data Expectation Definitions |   |
|------------------------------|---|
| Core Variables               | Mandatory fields  |
| Secondary variables          | Required fields, if data exists   |
| Optional Variables           | Optional; please provide if possible  |
| Field names in <b>BOLD</b>   | Fields used for matching, or fields required for RNL data processing. Every record in the file must have a value for these fields. (e.g. STUDENTID) |
| Shaded field names           | Fields required for conversion analysis   |

| Data Type   |
|---|
| C: any character data (letters, numbers, punctuation marks) |
| N: number   |
| D: a date, formatted as mm/dd/yyyy                          |