Data Specifications for Data Sent to RNL for Fall 2019 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 2019 recruitment activity**. This must include <u>**all**</u> inquiries, <u>**all**</u> applicants, <u>**all**</u> admitted, <u>**all**</u> deposited, and <u>**all**</u> enrolled, <u>**first-year, full-time**</u> freshmen* **for the fall of 2019. 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 2019 first-time, full-time freshmen unless your service(s) included other populations, like 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 **Conversion_Stage** (or **current status**), their corresponding translations, and their "current status equivalency".
      i. Simply copy your status codes, check what statuses you consider to be an app, complete app, admit, deposited, and enrolled.
      ii. Please bear in mind that by following those codes we should be able to reconcile the counts in your file with your Quick Summary.
   b. A table with your **Initial Source Codes (ISOURCE_CD)** and their corresponding translations/descriptions.
   c. A table with your **Ethnic Codes** (IPEDS race) and their corresponding translations/descriptions.
   d. A table with your **App Type Codes** and their corresponding translations/descriptions.

4. Make sure to complete/include the **2019 Quick Summary** (blank table is included in the 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 the 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 Project Manager.

Your file should be named "RNL_YourInstitutionName_Fall2019_Conversion_date data pulled", e.g., RNL_RuffaloNLUniversity_Fall2019_Conversion_07152019.

Thank you!
Jaci Denny
Report Analyst, Enrollment Management
RNL

Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
CORE VARIABLES					
STUDENT BIO INFORMATION					
STUDENTID	20		C	Fixed, unique identifier for each student record	*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.*
F_NAME	20		C	First name	
M_NAME	15		C	Middle name or initial	
L_NAME	22		C	Last name	
ADDRESS1	60		C	Permanent home address number and street	*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.*
ADDRESS2	30		C	Permanent home address line 2 (Apt, PO Box, etc.)	*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.*
CITY	25		C	Permanent home city	*City is required in order for any address field to be populated in our system.*
STATE	2		C	Permanent home state	
COUNTRY	60		C	Permanent home country	*Required for non-US addresses*
ZIP_CODE	10		C	Permanent home ZIP or postal code	
EMAIL	100		C	Email address	
GENDER	9	Y	C	Gender	
HOME_PHONE	20		C	Home phone number that corresponds with the permanent address	*The entire number, including area code is required. Exclude spaces, parentheses and dashes: 3193627483, not (319) 362-7483*
MOBILE_PHONE	20		C	Student's mobile phone number including area code	
BIRTH_DT	10		D	Date of birth (MM/DD/YYYY)	
FLAGS AND DATES					
DATE_END	10		D	Term start date (MM/DD/YYYY)	
FLAG_PUSH	1		C	Flag (Y/N) to indicate prospect/search name was "dumped" or "loaded" into the inquiry pool	
FLAG_PRO	1		C	Flag (Y/N) indicating the student was a purchase or a search name	
DATE_PRO	10		D	Date (MM/DD/YYYY) the student name was purchased	
FLAG_INQ	1		C	Flag (Y/N) indicating if the student has inquired	
DATE_INQ	10		D	Date the student came in contact with the admissions office	
FLAG_APP	1		C	Flag (Y/N) indicating the student has applied	
DATE_APP	10		D	Date student initially submitted application	
FLAG_ADM	1		C	Flag (Y/N) indicating if the student was admitted	
DATE_ADM	10		D	Date student was admitted/accepted	
FLAG_CON	1		C	Flag (Y/N) indicating if the student has confirmed/deposited	
DATE_CON	10		D	Date student confirmed/deposited	
FLAG_ENR	1		C	Flag (Y/N) indicating if the student has enrolled	
DATE_ENR	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	
ADMISSIONS INFORMATION					
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	*Use this field only if FIRSTSOURCEAPP isn't already explicitly represented in ISOURCE_CD.*
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	*Use the MAJOR_01 and DEPT_01 fields if your institution does not capture majors at each stage.*
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	*CEEB code is required for high school to be displayed for RNL reporting/dashboards.*
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.)	
CONVERSION_STAGE	*	Y	C	Value representing the student's most recent admissions funnel stage	***Deprecated** This field may be used in place of fields in the FLAGS & DATES section above if needed. Please provide a lookup table that includes exact definitions of each term*
ACADEMIC VARIABLES					
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	
PARENT INFORMATION					
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

Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
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

Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
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
OPTIONAL FIELDS					
ADMISSIONS INFORMATION					
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	
ACADEMIC INFORMATION					
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.	
CONTACT VARIABLES					
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	
USER-DEFINED VARIABLES					
USERDEF20 – USERDEF39	60		C	User-defined fields	
NUSERDEF5 – NUSERDEF10	18		N	Numeric user-defined fields	

Data Expectation Defintions	
Core Variables	Mandatory fields
Secondary variables	Required fields, if data exists
Optional Variables	Optional; please provide if possible
Field names in **BOLD**	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