Data Specifications for Data Sent to RNL for
Fall 2020 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 2020 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 2020. 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 2020 first-time, full-time freshmen unless your service(s) included other populations, like transfers or graduates.   (See "Entry_Stat" 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 **2020 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_Fall2020_Conversion_date data pulled", e.g., RNL_RuffaloNLUniversity_Fall2020_Conversion_011519.

Thank you!
Jaci Denny
Report Analyst, Enrollment Management
RNL

Field Name	SmartData Label/Full Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
CORE VARIABLES						
STUDENT BIO INFORMATION						
STUDENTID	Student ID	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	First Name	20		C	First name	
M_NAME	Middle Name	15		C	Middle name or initial	
L_NAME	Last Name	22		C	Last name	
ADDRESS1	Address Line 1	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. Do not send the college address, only student's home address should be sent.*
ADDRESS2	Address Line 2	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	City	25		C	Permanent home city	*City is required in order for any address field to be populated in our system.*
STATE	State or Province	2		C	Permanent home state	
COUNTRY	Country	60		C	Permanent home country	*Required for non-US addresses*
ZIP	Zip or Postal Code	10		C	Permanent home ZIP or postal code	
EMAIL	Email	100		C	Email address	
GENDER	Gender	9	Y	C	Gender	
HOME_PHONE	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	Mobile Phone	20		C	Student's mobile phone number including area code	
BIRTH_DT	Birth Date	10		D	Date of birth (MM/DD/YYYY)	
FLAGS AND DATES						
DATE_END	Date End	10		D	Term start date (MM/DD/YYYY)	
FLAG_PUSH	Push Flag	1		C	Flag (Y/N) to indicate prospect/search name was "dumped" or "loaded" into the inquiry pool	
FLAG_PRO	Prospect Flag	1		C	Flag (Y/N) indicating the student was a purchase or a search name	
DATE_PRO	Prospect Date	10		D	Date (MM/DD/YYYY) the student name was purchased	
FLAG_INQ	Inquiry Flag	1		C	Flag (Y/N) indicating if the student has inquired	
DATE_INQ	Inquiry Date	10		D	Date the student came in contact with the admissions office (MM/DD/YYYY)	
FLAG_APP	Applied Flag	1		C	Flag (Y/N) indicating the student has applied	
DATE_APP	Applied Date	10		D	Date student initially submitted application (MM/DD/YYYY)	
FLAG_ADM	Admit Flag	1		C	Flag (Y/N) indicating if the student was admitted	
DATE_ADM	Admit Date	10		D	Date student was admitted/accepted (MM/DD/YYYY)	
FLAG_CON	Confirm/Deposit Flag	1		C	Flag (Y/N) indicating if the student has confirmed/deposited	
DATE_CON	Confirm/Deposit Date	10		D	Date student confirmed/deposited (MM/DD/YYYY)	
FLAG_ENR	Enrolled Flag	1		C	Flag (Y/N) indicating if the student has enrolled	
DATE_ENR	Enrolled Date	10		D	Date student enrolled (MM/DD/YYYY)	
FLAG_CANC	Cancelled Flag	1		C	Flag (Y/N) indicating if the student canceled or withdrew at any time	
DATE_CANC	Cancelled Date	10		D	Date the student canceled or withdrew (MM/DD/YYYY)	
APP_CODE	Application 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	Date Application Completed	10		D	Date student completed submitted application (MM/DD/YYYY)	
FLAG_INTERNATIONAL	International Flag	1		C	Flag (Y/N) indicating the student is an international student	

Field Name	SmartData Label/Full Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
ADMISSIONS INFORMATION						
ISOURCE_CD	Initial Source Code	8	Y	C	Source of initial student-initiated contact with admissions office	
FIRSTSOURCEAPP	First Source Application	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.*
MAJOR_01_INQ	Inquiry Major	15	Y	C	First indicated major at time of inquiry	
DEPT_01_INQ	Inquiry Major Department	9	Y	C	Department or division of the first inquiry major	
MAJOR_01_APP	Application Major	15	Y	C	First indicated major at time of application	
DEPT_01_APP	Application Major Department	9	Y	C	Department or division of the first application major	
MAJOR_01	Major	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	Major Department	9	Y	C	Department or division of the first major	
APP_TYPE	Application Type	9	Y	C	Description of which application student used to apply (e.g., Paper App, Online App, Common App, RNL App)	
ADMIT_CD	Admit Code	1	Y	C	Institutional admit code (e.g., A=Admit, D=Denied, W=Withdrawn, etc.)	
ADMIT_TYPE	Admit Type	9	Y	C	Type of admission granted to the student (e.g. Conditional, Restricted, etc.)	
COUNSELOR	Counselor	15	Y	C	Name or code for admissions counselor or territory assigned to the student	
HS_CODE	High School Code	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	High School Grad Year	4		N	High school graduation year (YYYY)	
ENTRY_STAT	Entry Status	2	Y	C	Entering student status (F = First-Year, T = Transfer, R = Readmit, C = Continuing)	
ACADEM_LEV	Academic Level	9	Y	C	Academic classification (G=Graduate U = Undergraduate)	
FULLTIME_PARTTIME	Full-time/Part-time	9	Y	C	Academic hours student plans to undertake (F = Full-time, P = Part-time)	
ENTRY_TERM	Entry Term	5	Y	C	Quarter or term the student plans to or did enroll (e.g. Fall 18, Spring 20)	
SUBINST_CD	Subinstitution Code	9	Y	C	College or division interest (College of Science, Business, Music, etc.)	
ACADEMIC VARIABLES						
ACT_COMP	ACT Composite	2		N	ACT composite score	
SAT_COMP	SAT Composite	4		N	SAT composite score (reading/writing + math; max=1600)	
HS_GPA	High School Grade Point Average	5		N	Cumulative high school grade point average	

Field Name	SmartData Label/Full Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
PARENT INFORMATION						
RELATION_01	Parent #1 Relationship to Student	20	Y	C	Relationship of the first parent to the student (e.g. mother, father, guardian)	
P_F_NAME_01	Parent #1 First Name	20		C	Parent's first name	
P_L_NAME_01	Parent #1 Last Name	22		C	Parent's last name	
P_EMAIL_01	Parent #1 Email	100		C	Parent's email address	
P_ADDRESS1_01	Parent #1 Address Line 1	60		C	First line of parent's mailing address	
P_ADDRESS2_01	Parent #1 Address Line 2	30		C	Second line of parent's mailing address	
P_CITY_01	Parent #1 City	25		C	Parent's mailing address city	
P_STATE_01	Parent #1 State	2		C	Parent's mailing address state or province	
P_ZIP_01	Parent #1 ZIP Code	10		C	Parent's mailing address ZIP or postal code	
P_COUNTRY_01	Parent #1 Country	20	Y	C	Parent's mailing address country	*Required for non-US addresses*
P_HOME_PHONE_01	Parent #1 Home Phone Number	20		C	Parent's home phone number	
P_MOBILE_PHONE_01	Parent #1 Mobile Phone Number	20		C	Parent's mobile phone number	
RELATION_02	Parent #2 Relationship to Student	20	Y	C	Relationship of the second parent to the student (e.g. mother, father, guardian)	
P_F_NAME_02	Parent #2 First Name	20		C	Parent's first name	
P_L_NAME_02	Parent #2 Last Name	22		C	Parent's last name	
P_EMAIL_02	Parent #2 Email	100		C	Parent's email address	
P_ADDRESS1_02	Parent #2 Address Line 1	60		C	First line of parent's mailing address	
P_ADDRESS2_02	Parent #2 Address Line 2	30		C	Second line of parent's mailing address	
P_CITY_02	Parent #2 City	25		C	Parent's mailing address city	
P_STATE_02	Parent #2 State	2		C	Parent's mailing address state or province	
P_ZIP_02	Parent #2 ZIP Code	10		C	Parent's mailing address ZIP or postal code	
P_COUNTRY_02	Parent #2 Country	20	Y	C	Parent's mailing address country	*Required for non-US addresses*
P_HOME_PHONE_02	Parent #2 Home Phone Number	20		C	Parent's home phone number	
P_MOBILE_PHONE_02	Parent #1 Mobile Phone	20		C	Parent's mobile phone number	
SECONDARY VARIABLES						
STUDENT BIO INFORMATION						
ETHNIC_CD	Ethnic Code	9	Y	C	Ethnic origin	
FLAG_ETHNIC	Ethnic Flag	1		C	Flag (Y/N) for Hispanic ethnicity as reported for IPEDS	
RACE_01	Race	18	Y	C	Student's race as reported for IPEDS	
RACE_02	Race 2	18	Y	C	Student's race as reported for IPEDS	
RACE_03	Race 3	18	Y	C	Student's race as reported for IPEDS	
RACE_04	Race 4	18	Y	C	Student's race as reported for IPEDS	
RACE_05	Race 5	18	Y	C	Student's race as reported for IPEDS	
ADMISSIONS INFORMATION						
MAJOR_02_INQ	Inquiry Major #2	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*
DEPT_02_INQ	Inquiry Major Department #2	9	Y	C	Department or division of the second inquiry major	
MAJOR_02_APP	Application Major #2	15	Y	C	Second indicated major at time of application	
DEPT_02_APP	Application Major Department #2	9	Y	C	Department or division of second application major	
MAJOR_02	Major #2	15	Y	C	Second indicated major	
DEPT_02	Major Department #2	9	Y	C	Department or division of the second indicated major	
MARKET_SEG	Market Segment	15	Y	C	Institution-assigned market segment code	
VENDOR	Vendor	10	Y	C	Initial source of prospect's record	*Please use ISOURCE_CD field for inquiry source*
DENOM_CD	Denomination Code	9	Y	C	Religious denomination	
PREPROFESSIONAL	Preprofessional Interest	10	Y	C	Pre-professional program to which the applicant desires to gain admission	
INTEREST_01	Interest	9	Y	C	First indicated extracurricular interest	*If there is a clear ranking, please provide in order from highest to lowest*
INTEREST_02	College Activity 2	9	Y	C	Second indicated extracurricular interest	
INTEREST_03	College Activity 3	9	Y	C	Third indicated extracurricular interest	

Field Name	SmartData Label/Full Field Name	Field Length	Lookup Table Required	Data Type	Description	Note
OPTIONAL FIELDS						
ADMISSIONS INFORMATION						
TRAD	Traditional Student	9	Y	C	Traditional or non-traditional status (T = Traditional, N = Non-Traditional)	
HOUSING	Housing	9	Y	C	Housing status (e.g. on-campus off-campus, with parents)	
CHURCH_CD	Church Code	9	Y	C	Code representing the student's stated church	*Use DENOM_CD for general religious preference*
M_STATUS	Marital Status	9	Y	C	Marital status	
MILITARY	Military	9	Y	C	Military or veteran status	
ST_INT_LVL	Student's Interest Level	9	Y	C	Student's interest level in the institution	
SITE_CD	Site Code	9	Y	C	Campus site if the institution is a multi-site facility	
SPORT_01	Sport	20	Y	C	First athletic interest	*If there is a clear ranking, please provide in order from highest to lowest.*
SPORT_02	Sport 2	20	Y	C	Second athletic interest	
SPORT_03	Sport 3	20	Y	C	Third athletic interest	
ACADEMIC INFORMATION						
P_GPA	Predicted GPA	8		N	Predicted GPA or other numeric academic rating	
FLAG_ACTSOURCE	ACT Source	1		C	Flag (Y/N) if ACT Scores are official or unofficial (self-reported)	
ACTENGLISH	ACT English	2		N	ACT English score	
ACTMATH	ACT Math	2		N	ACT Math score	
ACTREADING	ACT Reading	2		N	ACT Reading score	
ACTSCIENCE	ACT Science	2		N	ACT Science score	
ACTWRITTEN	ACT Written	2		N	ACT Written score	
FLAG_SATSOURCE	SAT Source	1		C	Flag (Y/N) if SAT Scores are official or unofficial (self-reported)	
SATREADING	SAT Critical Reading	4		N	SAT Evidence-Based Reading and Writing score	
SATMATH	SAT Math	4		N	SAT Math score	
DECISION_PLAN	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	Student-Initiated Contact	10		N	Total number of self-initiated contacts prior to enroll	
OP_HOUSE	Open 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	Campus 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	Campus Visit Date	10		D	Date that corresponds to the first campus visit (MM/DD/YYYY)	
CONT_TI	Travel-initiated Contact	10		N	Number of travel initiated contacts	
OREN_SESS	Orientation Session	9	Y	C	Code for the orientation session attended	
USER-DEFINED VARIABLES						
USERDEF20 – USERDEF39	User-defined textXX	60		C	User-defined fields	
NUSERDEF5 – NUSERDEF10	User-defined numericXX	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