



Data Map ^[1]

Knowing where data "lives" in eComm is the first step in developing quality email lists.

^[2] [Download the eComm data map](#) ^[2]

What populations are in eComm?

| Group | Selection Criteria |
|----------------------------|--|
| Alumni/Current Students | Have any local degree information (currently we have only UCB students). |
| Donors | Any person with a gift or pledge record, regardless of credit type. |
| Prospects | Any person linked to an active prospect record. |
| Alumni Association Members | Anyone with a current ?membership? extracted from Activity and Student Activity. |
| Parents | Current parents and past parents who became past after 3/1/2011. Based on affiliation level. |
| CU Advocates | Coded in Volunteer Activity table. |
| CU Faculty and Staff | Anyone with a CU Employee ID Number in the ID?s table ? current and past employees. |
| Advancement Staff | Record type of SF or record type of SP with record updated since last data transfer. |
| Special inclusions | Persons with mailing list codes 1HARR, 1HALL, 1HARP, 2HARR, 3OLC, 4HARR, 2CUMT, 3HORIZ. |

Attachments:

[ucodata-map20140701web.xls](#) ^[3]

Groups audience:

eComm

Source URL: <http://www.cu.edu/ecomm/data-map>

Links:

[1] <http://www.cu.edu/ecomm/data-map>

[2] <http://www.cu.edu/sites/default/files/pages/758-data-map/docs/ucodata-map20140701web.xls>

[3] <http://www.cu.edu/doc/ucodata-map20140701web.xls>