



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>