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ABSTRACT

This report will analyze current data attributes and points set in the university’s main database, Raiser’s Edge, associated with alumni who graduate from the University of Texas at Dallas. Attributes are pre-set data identifiers that can be made on an individual alumni file in order to group persons in the database based upon their known characteristics (i.e. student organizations, scholarship recipients). These attributes can then be utilized when raising funds for the university to find alumni who can be targeted for different fund raising campaigns. Once the overall analysis is provided, a recommendation will be made in regards to the new attributes that can be added to alumni profiles as well as current data points that are implemented but not utilized. In addition, a recommendation will also be made in support of automatic data imports from various sources that gather information about current students that can be used once these individuals graduate such as the Career Center, OrgSync, Orion and ApplyTexas.org; all third-party data sources.
Alumni account for a measurable portion of the philanthropic funds donated to the University. This donated money is designated into various funds under the request of the donor to pay for projects, campaigns, scholarships and schools. What groups of individuals donate the most to UTD?

**Largest Individual Donors**

**18-34 Years**
- at 27% of total by age category

**Alumni**
- at 47% of total by individuals

**Texans**
- at 85% of total by state

**Men**
- at 50% of total by gender

**DONATED FUNDS BY SCHOOL**

- School of Arts and Humanities: 11%
- School of Economic, Political and Policy Sciences: 16%
- Naveen Jindal School of Management: 13%
- School of Arts, Technology, and Emerging Communication: 8%
- School of Behavioral and Brain Sciences: 1%
- Erik Jonsson School of Engineering and Computer Science: 41%
- School of Interdisciplinary Studies: 10%
- School of Natural Sciences and Mathematics: 8%

**Figure 1: Graph produced with "Report" information from Raiser’s Edge database**
Why Are Alumni Data Points Important?

Alumni from the University of Texas at Dallas are the forefront of donors who give philanthropically each year. When each individual is placed into the Raiser’s Edge database currently utilized by the university, they are uniquely identified by attributes that characterize them into particular sub-groups. These data points include qualities such as age, graduation year, school organizations and degree plan to name a few. Without these identifiers, the University would be unable to differentiate alumni from one another when returning to the database to find key groups of associates.

Fundraising with Data Points

When using data points in a database, fundraisers can target groups of individuals who have certain indicators of wealth, items or costs that allow a fundraiser to assume an individual has extra funds to donate. Fundraisers can analyze data to gather information on a specific set of individuals who maintain those wealth indicators such as a second home. Groups can also be certain school chooses to raise money for a new addition to their building, they can find donors who attended the aforementioned school in order to grow interest. The most important part of fundraising with attributes is finding an alumni’s closest connection to the school that will spur them to give money back to a university. The goal is to target alumni.

Goals for Alumni Targeting

1. Analyze the interests of alumni constituents
2. Create a connection back to the university
3. Tailor donation campaigns to analyzed alumni
4. Maintain relationship with targeted donors

Connection with UT Dallas

- Student Orgs
- Schools
- Professors
- Peers
Raiser’s Edge is a software, licensed by the company Blackbaud, used for the specialty of fundraising generally within non-profit entities. This software serves as a database of constituents, both individuals and organizations, which can be analyzed for the purpose of fundraising. Tasks completed within the Raiser’s Edge database include the building of queries, event registration, report creation, constituent follow-up and information filter.

The University of Texas at Dallas uses Raiser’s Edge as a database to track corporations and philanthropic donors as well as non-donor alumni and students. The current database used by the Office of Development & Alumni Relations at the university is the largest spanning source of constituent information for the entire campus even though certain schools will use their own data resources. Information included in this database identifies donors, students, alumni, faculty and staff.

In relation to college fundraising, Raiser’s Edge can be used to identify groups of individuals in the database to target specific people as potential or recurring donors. Each constituent in the database will maintain a record of identifying qualities on each tab of their profile as seen below:

Figure 2: Raiser’s Edge Example Constituent Record
• “Bio 1” Tab details Biographical and Contact information including name, gender, birth date, telephone numbers, email addresses, websites, etc.
• “Bio 2” Tab details the Constituent Codes, covers who someone is to the university and other qualities including religion, country of origin, ethnicity and income.
• “Addresses” Tab simply categorizes all mailing addresses on a profile and indicates which ones are preferred and which ones can be sent paper mail.
• “Addressees/Salutations” Tab shows an orientation of the preferred salutation or address format for paper mail.
• “Relationships” Tab shows the connections an individual maintains with other organizations and constituents in the database including marriage and employment.
• “Appeals” Tab shows the different occasions that UT Dallas has reached out to a constituent either for a membership or for funding campaigns.
• “Notes” Tab documents miscellaneous information needed for fundraisers to know.
• “Gifts” Tab lists all donations or donations-in-kind made by a constituent to the university.
• “Attributes” Tab (aforementioned tab related to Alumni) documents all other major identifiers important to an individual such as awards, student organizations, scholarship recipients, etc.
• “Actions” Tab details the outreach methods and styles attempted by fundraisers with information included in each occurrence showing how the constituent responded and what the method of outreach was.
• “Honor/Memorial” Tab is only utilized when a record is an honor or memorial and serves as an individual body used for funding.
• “Volunteer” Tab simply maintains information on a constituent if they volunteer for university-wide events which includes time sheets, qualifications, job assignments, awards, interests, emergency contact, vehicular capabilities, etc.
• “Prospect” Tab caters information specifically for fundraisers based on overall wealth ratings for a constituent record. These ratings indicate how much an individual or organization can donate.
• “Membership” Tab is rarely used by the University but will analyze memberships for a constituent including their history of lapsing and dropping.
• “Events” Tab shows what events a constituent registered for and provides information such as whether they attended and if they brought a guest.
• “NetCommunity” Tab retains information based on emails between the university and the individual or organization based on fundraising campaigns.
CURRENT ATTRIBUTES

Below are the list of attributes utilized within the University of Texas at Dallas Raiser's Edge database organized by category (bolded) then associated descriptions:

*Note: List includes Inactive attributes in database*

**Academic Program**
- Academic Bridge Program
- Collegium V 2002
- Collegium V 2003
- Collegium V 2004
- Collegium V 2005
- Collegium V Honors Program
- GEMS
- Davidson Management Honors Program
- AMME
- JSOM Cohort MBA

**Advisory Councils**
- Past A&H Advisory Council
- Past A&H Guitar
- Past Academic Bridge Program
- Past Alumni Exec Committee – Chair
- Past Alumni Exec Committee
- Past Asia Center Advisory Council
- Past ATEC Advisory Council
- Past Athletic Advisory Council
- Past Aviation/Doolittle Advisory Council
- Past BBS Advisory Council
- Past Callier Advisory Council
- Past CBH Advisory Council
- Past CBH Leadership Council
- Past CCF Advisory Council
- Past CentralTrak Advisory Council
- Past Chair
- Past Chess Advisory Council
- Past Confucius Institute
- Past CVL Advisory Council
- Past Diversity & Community Engagement
- Past East Dallas Chamber
- Past ECS Advisory Council
- Past ECS IAB
- Past ECS Industrial Exec Cmte
- Past EPPS Advisory Council
- Past Green Advisory Council
- Past GS Advisory Council
- Past HAC Advisory Board
- Past HAC Life Member
- Past Holocaust Advisory Council
- Past Interdisciplinary Studies Advisory Coun.
- Past Inst for Public Affairs Advisory Council
- Past Inst Urban Policy Research
- Past Intercollegiate Athletics Advisory Coun.
- Past Issues Advisory Council
- Past Jaffe Holocaust Advisory
- Council
- Past NS&M Advisory Council
- Past Sickle Cell Advisory Council
- Past SOM Advisory Council
- Past SOM AIM Advisory Council
- Past SOM Exec. Ed. Advisory Council
- Past Southeast Dallas Chamber
- Past Women’s Center Advisory Council
- Past Gift Planning Advisory Council
- AG Ask 1
- AG Ask 2
- AG Ask 3
- AG Years Consec Giving

**Alumni Chapters**
- Austin, TX
- Bay Area
- Beijing, China
- Chicago, IL
- DFW
- Houston, TX
- NYC Area
- Shanghai, China
- Shenzhen, China
- Taipei
- Washington, D.C.
- Accounting
- AMAS
- CAN – The Chinese Alumni Network
- Debate
- Gender, Sexual Orientation, & Romantic
- GLEMBBA GAIN
- GLEMBBA GAIN – [Description]
- Healthcare Management
- Indian Alumni Network

**Alumni Volunteer**
- Alumni Events Volunteer
- Alumni Speaker
- Alumni Spotlight – Career Center
- Arts & Humanities Event Usher
- Career Center Mentor
- Graduation
- National Alumni Council
- National Alumni Council Nominee
- Past Alumni Exec. Comm. – Chair
- Past Alumni Exec. Comm. – Ex Officio

**Regional Representative**
- SOM Mentor
- Boards and Committees
- Alumni Campaign Council

**Area Schools**
- High School
- Junior/Intermediate School
- Universities
- CCCCD Top
- DCCCD Top
- VIP Other Universities
- Past TCJC President
- TCJC Top

**Athletics**
- Baseball
- Basketball – Men’s
- Basketball – Women’s
- Cross Country
- Golf
- Soccer – Men’s
- Soccer Women’s
- Softball
- Tennis
- Volleyball

**Business Lists**
- Business Scorecard 150/2007
- Collin County Business Directory 2008
- DBJ 2008 Book of Lists
- DFW 200/2001
- DFW 200/2002
- DFW 200/2003
- DFW 200/2004
- DFW 200/2005
- DFW 200/2006
- DFW Women 02
- Good News Touch List
- Good Touch List
- Metroplex Business Council (MTBC)
- MTBC Fast 50’06
- NTCC (North Texas Crime Commission)
- Private Equity Firms
- Rich Register 2007
- TBC
- Tech Titan Fast 50 List
- Top 50 Local Private/2001
- Top 50 Local Private/2007
- TX Top Women 02
- Dallas CEO Great Entrepreneur 2009
Tech Titan Award Winner 2009
2015 DBJ Fastest Growing Companies

Campaign
BWF 150
Campaign Readiness VIPs
Feasibility Study Task Force
Must Interview
Must Interview-AU
Must Interview-CM
Must Interview-DF
Must Interview-JVE
Must Interview-LBe
Must Interview-SB
Must Interview-SM
Must Interview-TM
New Wealth Entrepreneurs
Presidential Gatherings
Project Connect Interview
Second Tier Interviews
Should Interview-CM
Should Interview-DF
Should Interview-JVE
Should Interview-SM
Tech Titans 2008 Finalists
Feasibility Interviews

Chamber of Commerce
Allen Chamber
Arlington Chamber
Dallas Chamber
Dallas Regional Chamber
Duncanville Chamber
East Dallas Chamber
Frisco Chamber
Garland Chamber
Hispanic Chamber
Leadership Dallas Current
Leadership Dallas Past
Leadership Plano Current
Leadership Plano Past
McKinney Chamber
Mesquite Chamber
Metrocrest Chamber
North Dallas Chamber
Past Allen Chamber
Past Arlington Chamber
Past Dallas Black Chamber
Past Dallas Regional Chamber
Past Duncanville Chamber
Past East Dallas Chamber
Past Frisco Chamber
Past Garland Chamber
Past Hispanic Chamber
Past McKinney Chamber
Past Mesquite Chamber
Past Richardson
Past Plano
Past Richardson
Past McKinney
Plano
Richardson

Cleaned Contact Type?
Yes
No

CMS Past Giver Type
Non-giver
Occasional Giver
Consistent Giver

Comet Families
Volunteering at campus events
Volunteering at regional events
Special social events

Country of Origin
Albania
Argentina
Armenia
Australia
Azerbaijan
Bahrain
Bangladesh
Barbados
Belarus
Belgium
Belize
Bolivia
Bosnia and Herzegovina
Botswana
Brazil
Bulgaria
Cambodia
Cameroon
Canada
Chad
Chile
China
Colombia
Comoros
Congo (Brazzaville)
Costa Rica
Côte d’Ivoire
Croatia
Cyprus
Denmark
Dominica
Ecuador
Egypt
El Salvador
Eritrea
Ethiopia
Fiji
Finland
France
Gabon
Gambia
Germany
Ghana
Greece
Guatemala
Guinea
Guyana
Haiti
Honduras
Hong Kong
India
Indonesia
Iran
Iran, Islamic Republic of
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kiribati
Korea
Korea, Democratic People’s Republic of
Korea, Republic of
Kuwait
Kyrgyzstan
Latvia
Lebanon
Lithuania
Macao
Malaysia
Mexico
Moldova, Republic of
Mongolia
Morocco
Myanmar
Namibia
Nepal
Netherlands
New Zealand
Nicaragua
Niger
Nigeria
Oman
Pakistan
Panama
Paraguay
Peru
Philippines
Poland
Puerto Rico
Qatar
Reunion
Romania
Russia
Russian Federation
Russian Republic
Rwanda
Saint Vincent and the Grenadines
Saudi Arabia
Serbia
Singapore
Slovakia
South Africa
South Korea
Spain
Sri Lanka
Sudan
Sweden
Switzerland
Syrian Arab Republic
Taiwan
Tajikistan
Tanzania
Thailand
Togo
Trinidad and Tobago
Tunisia
Turkey
Turkmenistan
Uganda
Ukraine
United Arab Emirates
United Kingdom
Uzbekistan
Venezuela
Venezuela, Bolivarian Republic of
Vietnam
Yemen
Yugoslavia
Yugoslavia
Zambia
Zimbabwe
data@utdallas.edu
Add Record
Correct Record
Development Board
Campus & Community Committee
DB Nominee
DB Wish List
Economic Development &
Commercial.
Event Invitation Interest List
Ex Officio Member
Fundraising & Development
Strategies
Government Relations Committee
K-14 Outreach Committee
Life Members
Marketing Committee
Past Campus & Community Cmte
Past Chair
Past Development Bd.
Past Development Bd. – Life
Past Development Bd Ex Officio
Past Development Bd-Exec.
Committee
Past Economic Development &
Commer.
Past Government Relations Cmte.
Past K-14 Outreach Committee
Past Marketing Committee
Past Task Force Committee
Recommended Candidate
Staff Assignment
Task Force Committee
Development Corporate Relations
Business
Donor Report
Emerging Media
Holiday Card
Interest - EPPS
Interest - Health Initiatives
Interest – ABP
Interest - Academic Bridge
Interest - Actuarial Science
Interest - Analog
Interest – Arts
Interest – Asia
Interest - ATEC - Digital Media
Interest – Audit
Interest – Aviation
Interest - Bio Engineering
Interest - Brain Health
Interest - Brand Strategy
Interest - Business Solutions
Interest - C4ISN
Interest - Chamber Events
Interest – Chess
Interest - CIE
Interest - Cipher Security
Interest - Clean Room
Interest – Communications
Interest – Confucius
Interest – Consulting
Interest – CoOps
Interest - Corporate Governance
Interest – CS
Interest – CVL
Interest - Dallas Chamber Events
Interest – Development
Interest - DFW Community Issues
Interest – Diversity
Interest - Economic Development
Interest – ECS
Interest – Education
Interest – EE
Interest - Emerging Media
Interest - Employee Issues
Interest – Energy
Interest - Engineering
Interest – Entrepreneur
Interest – Environment
Interest – Ethics
Interest - Executive Education
Interest - Faculty Exchange
Interest - Financial Issues
Interest - Food Service
Interest - General Issues
Interest – Geology
Interest – Geosciences
Interest – Golf
Interest - Green Technology
Interest - Health (Cancer Survivors)
Interest - Health Management
Interest – Hires
Interest – Hispanic
Interest – History
Interest - Homeless Kids
Interest – Horticulture
Interest - Human Resources
Interest – IECG
Interest - Information Assurance
Interest - Information Security
Interest – Innovation
Interest - Inside Boardroom
Interest - International Business
Interest – Interns
Interest – IP
Interest – IT
Interest - Jonsson School
Interest – JSOM
Interest - K-12
Interest – Landscape
Interest – Legal
Interest – Logistics
Interest – Marketing
Interest – ME
Interest - Medical Electronics
Interest - Mental Health
Interest – MIS
Interest – NanoTechnology
Interest - NS&M
Interest - NS&M Nascar
Interest - Oil and Gas
Interest - Public Relations
Interest - RCC/MTBC/TBC
Interest - Real Estate Development
Interest - Real Estate Finance
Interest – Recruiting
Interest - Remote Sensing
Interest – Research
Interest – Risk
Interest – Robotics
Interest – Sales
Interest - Sales Management
Interest – Science
Interest - Six Sigma
Interest - Software Engineering
Interest – STEM
Interest - Student Societies
Interest – Sustainability
Interest – Systems
Interest – Technion
Interest – Technology
Interest - Technology Sales
Interest – Telecom
Interest – Wireless
Interest - Women & Education
Interest - Women & Science
Interest - Women & Technology
Interest - Women’s Issues
Invitation
UTeach
Donor Categories
Callier List
CenturyClub
<table>
<thead>
<tr>
<th>Distinguished Professors</th>
<th>Bagpipes</th>
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<tbody>
<tr>
<td>Distinguished University Chair</td>
<td>Baking</td>
</tr>
<tr>
<td>Faculty Fellowship</td>
<td>Baseball</td>
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<tr>
<td>Fellowship</td>
<td>Basketball</td>
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<tr>
<td>Land</td>
<td>Beach</td>
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<tr>
<td>Opportunity Fund</td>
<td>Bible</td>
</tr>
<tr>
<td>Other</td>
<td>Bicycling</td>
</tr>
<tr>
<td>Professorship</td>
<td>Billiards</td>
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<tr>
<td>Research</td>
<td>Biography Reading</td>
</tr>
<tr>
<td>Scholarship</td>
<td>Bird Watching</td>
</tr>
<tr>
<td>Student Award</td>
<td>Blogging</td>
</tr>
<tr>
<td>Student Support</td>
<td>Boating</td>
</tr>
</tbody>
</table>

**Endowment System No.**

**Endowment Type**

- Permanent
- Quasi-Restricted
- Quasi-Unrestricted

**Endowment Upgrade Potential**

- Campus Enhancement Chair
- Distinguished Chair
- Distinguished Professors
- Distinguished University Chair
- Faculty Fellowship
- Fellowship
- Land
- Opportunity Fund
- Other Professorship
- Research Scholarship
- Student Award
- Student Support

**FR – Gives Through**

- General 501(c)3
- UT Foundation
- CFT

**Interests**

- Academic Bridge Program
- Academic decathlon
- Acting
- Aerobics
- Amateur radio
- Ancestry
- Ancient Languages
- Animals
- Animation
- Antiques
- Arabic Translation
- Archeology
- Art
- Artist
- Arts
- Astrology
- Astronomy
- Athletics
- Audio
- Auto Racing
- Backpacking
- Badminton
- Debating
- Decorating
- Development
- Digital Video
- Dining out
- Disc Golf
- Diving
- Dog Sledding
- Dog Training
- Dogs
- Drawing
- Drawing Manga
- Driving
- Drums
- DVD
- Eating
- Economic Development
- Education
- Egyptology
- Electronics
- Entertaining
- Environment
- Events
- Exercise
- Exploring
- Family
- Fashion
- Fencing
- Films
- Fine Dining
- Firearms
- Fishing
- Fitness
- Flag Football
- Flea Markets
- Flute
- Fly Fishing
- Flying
- Food
- Football
- Foreign Language
- Friends
- Frisbee
- Games
- Gardening
- Gemology
- Genealogy
- Geology
- Girl Scouts
- Gold hunting
- Golden Key
- Golf
- Gourmet Cooking
- Grandchildren
- Graphics
- Greyhounds – Racing
- Grandchildren
- Habitat for Humanity
- Handbell ringing
- Hebrew
- High School Football
- High Tech
- Hiking
- History
- Hockey
- Home Improvement
- Home Restoration
<table>
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<th>Outdoor Activities</th>
<th>Software Engineering - Information Assurance</th>
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</thead>
<tbody>
<tr>
<td>Horse-Back Riding</td>
<td>Outdoor sport</td>
<td>Spanish</td>
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<td>Horses</td>
<td>Outdoors</td>
<td>SPCA – Volunteer</td>
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<tr>
<td>Hummingbirds</td>
<td>Paintball</td>
<td>Special Events</td>
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<td>Hunting</td>
<td>Paleontology</td>
<td>Sporting Events</td>
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<td>Ice Hockey</td>
<td>People</td>
<td>Sports</td>
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<td>IECG</td>
<td>Philosophy</td>
<td>Sports Collectibles</td>
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<td>Interior Design</td>
<td>Photography</td>
<td>Squash</td>
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<tr>
<td>Internet</td>
<td>Piano</td>
<td>Stained Glass</td>
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<td>Internships</td>
<td>Pilot</td>
<td>Stamp Collecting</td>
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<td>Investments</td>
<td>Ping Pong</td>
<td>Stocks</td>
</tr>
<tr>
<td>Irish Step Dancing</td>
<td>Poetry</td>
<td>Student Ambassador</td>
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<tr>
<td>Jazz</td>
<td>Poker</td>
<td>Student Societies</td>
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<td>Jazzercise</td>
<td>Politics</td>
<td>Study</td>
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<td>Jewelry Making</td>
<td>Pool</td>
<td>Studying</td>
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<tr>
<td>Karaoke</td>
<td>Pottery</td>
<td>Sun</td>
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<tr>
<td>Karate</td>
<td>President</td>
<td>Surfing</td>
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<tr>
<td>Kayaking</td>
<td>Programming</td>
<td>Surfing the Web</td>
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<td>Kickboxing</td>
<td>Public Speaking</td>
<td>Swimming</td>
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<td>Kittens</td>
<td>Quilting</td>
<td>Symphony</td>
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<td>Knitting</td>
<td>Real Estate</td>
<td>Table Tennis</td>
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<tr>
<td>Kung Fu</td>
<td>Recreational Sports</td>
<td>Tai Chi</td>
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<td>Lacrosse</td>
<td>Romance Novels</td>
<td>Target Shooting</td>
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<td>Landscaping</td>
<td>Rowing</td>
<td>Technion</td>
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<td>Languages</td>
<td>Rugby</td>
<td>Various</td>
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<tr>
<td>Law</td>
<td>Running</td>
<td>Video games</td>
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<tr>
<td>Long distance running</td>
<td>Sailing</td>
<td>Vintage Cars</td>
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<tr>
<td>Marathon Running</td>
<td>School of Economic, Political &amp;</td>
<td>Violin</td>
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<tr>
<td>Martial Arts</td>
<td>Policy Sciences</td>
<td>Volleyball</td>
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<td>Mathematics</td>
<td>School of Engineering &amp; Computer</td>
<td>Volunteering</td>
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<td>Mechanics</td>
<td>Sciences</td>
<td>Wakeboarding</td>
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<td>Medicine</td>
<td>School of General Studies</td>
<td>Walking-B</td>
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<td>Men's Basketball</td>
<td>School of Management</td>
<td>Walking</td>
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<tr>
<td>Men's Cross Country</td>
<td>School of Natural Sciences &amp; Math</td>
<td>Walking Dogs</td>
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<td>Men's Golf</td>
<td>Science Fiction</td>
<td>Walking-A</td>
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<td>Men's Soccer</td>
<td>Scottish Clan Society</td>
<td>Watching Movies</td>
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<td>Scouting</td>
<td>Watersports</td>
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<td>Mentoring</td>
<td>Scrabble</td>
<td>Website Design</td>
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<td>Military History</td>
<td>Scrapbooking</td>
<td>Weight Lifting</td>
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<td>Scrapbooking</td>
<td>Whitewater Rafting</td>
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<td>Model Trains</td>
<td>Screenwriting</td>
<td>Wine Tasting</td>
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<td>Money</td>
<td>Scuba diving</td>
<td>Wolves</td>
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<td>Motorcross</td>
<td>Sewing</td>
<td>Women's Basketball</td>
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<td>Motorcycle Racing</td>
<td>Shopping</td>
<td>Women's Cross Country</td>
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<td>Short Stories</td>
<td>Women's Golf</td>
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<td>Motorcycle Desert Riding</td>
<td>Singing</td>
<td>Women's Groups</td>
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<td>Motorcycles</td>
<td>Skiing</td>
<td>Women's Soccer</td>
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<td>Mountain Biking</td>
<td>Skiing</td>
<td>Women's Tennis</td>
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<td>Mountain Climbing</td>
<td>Storm Diving</td>
<td>Woodwork</td>
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<td>Mountains</td>
<td>Snowboarding</td>
<td>Working</td>
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President
Past Administration

UTD Courses/Program
Center for Translations Studies
Dance
Database Fundamentals
Dr. Debra Pfister (HS)
Dr. Nils Roemer (HS)
Drs. Ozsvath (HS)
Dr. David Patterson (HS)
Dr. Robert Stillman (BBS)
EMBA Program
Innovation and Entrepreneurship (IE)
Internal Audit
MS MITM
Pessagno Geoscience

UTD Department (Faculty/Staff)
Academic Advising
Academic Affairs & Provost
Academic Bridge
Academic Computing and User Services
Accounting
Activities Center/Recreational Sports
Advising
Architecture & Infrastructure Services
Arts & Humanities
ATEC
Athletics
Audiology
Behavioral & Brain Sciences
Bioengineering
Biology Department
Budget Office
Bursar
Business Affairs
Business Services & Risk Management
Callier Center
Career Center
Career Management Center
Center for Brain Health
Center for Lithospheric Studies
Center for Vital Longevity
Chemistry Department
Chess Program
Communications
Compliance
Computer Science
Counseling Center
Diversity & Community Engagement
Economic, Political & Policy Sciences
Economics
Electrical Engineering
Engineering/Computer Science
Enrollment Management
Enrollment Services
Enterprise Application Services
Environmental Health & Safety
Executive Education
Facilities Management
Finance
Financial Aid
Financial Services
Gems
Geosciences Department
Graduate Studies
Hanson Center for Space Sciences
Health Services
Honors College
Housing Operations
Human Resources Management
Information Resources
Information Security
Institute for Urban Policy
Interdisciplinary Studies
Internal Audits
International Student Services
Library
Living Learning
Management
Management Information Systems
Marketing
Materials Science
Math
Mathematical Sciences Department
McDermott Scholars
Mechanical Engineering
Media Services
Military and Veteran Center
Multicultural Center
Music
Nanotechnology Institute/NSM
Natural Sciences & Mathematics
Network & Unix Services
Neuroscience
New Student Programs
Office of Administration
Office of Budge & Finance
Office of Development and Alumni Relations
Office of Finance
Office of Student Accessibility
Office of the President
OIT - Systems & Operations
Parking & Traffic
Payroll
Physics Department
Police Department
Political Science
Printing Division
Procurement Management
Provost Office
Psychology
Public Affairs
Records & Registration
Research
Residential Life
Science Education
Service Learning
Sickle Cell Center
SOM Center
Space Sciences
Strategic Planning & Analysis
Student Affairs
Student Development
Student Health Services
Student Life
Student Media
Student Services
Student Union
System Engineering
Teacher Education
Telecommunication Services
Texas Schools Project
Undergraduate Advising
Undergraduate Education
University Police
Women’s Center
School of Arts Technology & Emerging Comm.
School of Behavioral and Brain Science
School of Economic, Political and Policy Science
School of Engineering and Computer Science
School of Interdisciplinary Studies
School of Management
School of Natural Sciences and Mathematics
Science Education
Student Affairs
Office of Research
Office of Student Affairs
Office of Diversity and Community Empowerment
Office of Information Resources
Office of Development
Office of Communications

UTD School/Unit (Faculty/Staff) & Impact UTD Project Owner
Athletics
Enrollment Management
Environmental Health & Safety
Information Resources
Logistics & Distribution
McDermott Library
McDermott Scholars Program
Office of Business Affairs
Veteran Benefits
Veteran
Dependent/Spouse
Volunteers
Confidentiality Statement Signed
Dist. Alumni Committee
Career Center Mentor
SOM – Undergraduate Me
RECOMMENDED DATA POINTS

The University of Texas at Dallas Raiser’s Edge database should add additional attributes to their system as well as remove/clean the current attributes in order to create a better user experience. Below are a list of recommended attributes separated by additions, attributes that can be added to the list or consistently used and removals/cleanings, items that can be removed or combined with other attributes to create a more simplified identifier.

Added Data Points

Club Sports: Although not an official athletic team for the university, club sports harnesses a group of individuals who either did not have time to participate in school-sponsored sports, leave their current athletic program, or played professionally but did not play for the university.

Example attribute descriptions: Archery, Badminton, Cycling, Cricket, Fencing, Gymnastics, Japanese Karate, Jujutsu, Kendo, Lacrosse - Men’s, Mixed Martial Arts, Powerlifting, Racquetball, Rock Climbing, Running, Rugby - Men’s, Rugby - Women’s, Soccer - Men’s, Soccer - Women’s, Swimming, Table Tennis, Tennis, Ultimate Frisbee - Men’s, Ultimate Frisbee - Women’s, Volleyball - Men’s, Volleyball - Women’s ("RECREATIONAL SPORTS").

Commuter/On-Campus Living: Determination of a student’s connection with their university can be explained by their living situation during their time on their campus. Since UT Dallas hosts a large commuter population, it is best to track this information in order to correctly assess whether they were heavily involved on their campus. These living situations can also indicate the groups of people who lived together to target specific individuals who might know one another and feel more comfortable attending fundraising events with each other.

Example attribute descriptions: Commuter, On-Campus (Dorms), On-Campus (Apartments)

Ethnicity: Also like Religion, the Ethnicity identifier can be found on the “Bio 2” Tab but is currently not being used by the UT Dallas database. These attributes can be used to bring alumni back to certain fundraising campaigns at campus-wide events focused on specific ethnicities such as the Hispanic Heritage Month festivals or Bangladeshi Night.

Example attribute descriptions: Acholi, Akan, Albanians, Afar, Afrikaners, Amhara, Arabs, Armenians, Assamese, Assyrians, Azerbaijani, Balochis, Bamars, Bambara, Bashkirs, Basques, Belarusians, Bemba, Bengalis, Berbers, Beti-Pahuin, Bosniaks, Brahui, British, Bulgarians, Catalans, Chuvash, Circassians, Chewa, Cornish, Croats,

**Generational Breaks:** These descriptors can identify or analyze event attendees based on the generational breaks. Each generation holds a different form of wealth indicators and philanthropic giving type including aspects such as form of giving, amount of giving and giving directives. This attribute can be used both pre and post donation or event in order to analyze and target individuals of a specific giving range and campaign. These generations to be utilized are common in the Western Hemisphere.


**Greek Life:** UT Dallas does not hold a large Greek life population, members of social fraternities and sororities, but still maintains an alumni population that can be members of these organizations from other universities. If a fraternity or sorority attribute can be added to a constituent profile, connections can be made between members of these groups or fundraisers can find another pull factor based upon their profile in order to increase likelihood of donations. This identifier can be found on the “Education” portion of a record on the “Bio 1” Tab at the bottom of the screen.

Example description attributes: NPC Members - Alpha Chi Omega, Alpha Delta Pi, Alpha Epsilon Phi, Alpha Gamma Delta, Alpha Omicron Pi, Alpha Phi, Alpha Sigma Alpha, Alpha Sigma Tau, Alpha Xi Delta, Chi Omega, Delta Delta Delta, Delta Gamma, Delta Phi Epsilon, Delta Zeta, Gamma Phi Beta, Kappa Alpha Theta, Kappa Delta, Kappa Kappa Gamma, Phi Mu, Phi Sigma Sigma, Pi Beta Phi, Sigma Delta Tau, Sigma Kappa, Sigma Sigma Sigma, Theta Phi Alpha, Zeta Tau Alpha (“Member Organizations”). NIC Members – Acacia, Alpha Chi Rho, Alpha Delta Gamma, Alpha Delta Phi, Alpha Epsilon Pi, Alpha Gamma Rho, Alpha Gamma Sigma, Alpha Kappa Lambda, Alpha Phi Alpha, Alpha Phi Delta, Alpha Sigma Phi, Alpha Tau Omega, Beta
Chi Theta, Beta Sigma Psi, Beta Theta Pi, Beta Upsilon Chi, Chi Phi, Chi Psi, Delta Chi, Delta Epsilon Psi, Delta Kappa Epsilon, Delta Lambda Phi, Delta Phi, Delta Psi, Delta Sigma Phi, Delta Tau Delta, Delta Upsilon, FarmHouse, Iota Nu Delta, Iota Phi Theta, Kappa Alpha Order, Kappa Alpha Psi, Kappa Alpha Society, Kappa Delta Phi, Kappa Delta Rho, Lambda Phi Epsilon, Lambda Sigma Upsilon, Lambda Theta Phi, Nu Alpha Kappa, Omega Delta Phi, Phi Beta Sigma, Phi Gamma Delta, Phi Iota Alpha, Phi Kappa Psi, Phi Kappa Sigma, Phi Kappa Tau, Phi Kappa Theta, Phi Lambda Chi, Phi Mu Delta, Phi Sigma Kappa, Phi Sigma Phi, Pi Kappa Alpha, Pi Kappa Phi, Pi Lambda Phi, Psi Upsilon, Sigma Alpha Epsilon, Sigma Alpha Mu, Sigma Beta Rho, Sigma Chi, Sigma Lambda Beta, Sigma Nu, Sigma Phi Epsilon, Sigma Phi, Sigma Pi, Sigma Tau Gamma, Tau Delta Phi, Tau Epsilon Phi, Tau Phi Sigma, Theta Chi, Theta Delta Chi, Theta Xi, Triangle, Zeta Beta Tau, Zeta Psi ("Fraternities that Belong to the NIC"). NAGC Members - Alpha Eta Omega Sorority, Inc., Alpha Omega Eta African Sorority, Inc., Alpha Psi Omega Fraternity, Gamma Delta Xi Sorority, Inc., Gamma Sigma Zeta Fraternity, Inc., Zeta Chi Phi Multicultural Sorority, Inc., Kappa Xi Omega Sorority, Inc., Pi Omega Sigma Multi-Cultural Fraternity, Inc., Sigma Beta Xi Sorority, Inc., Phi Omicron Psi Fraternity, Inc., Chi Zeta Theta Sorority, Inc., Omega Phi Delta Sorority, Inc. ("National American Greek Council"). NAPA Members - Alpha Kappa Delta Phi, Alpha Phi Gamma, Beta Chi Theta, Chi Sigma Tau, Delta Kappa Delta, Delta Phi Lambda, Kappa Phi Gamma, Kappa Phi Lambda, Lambda Phi Epsilon, Pi Alpha Phi, Pi Delta Psi, Sigma Beta Rho, Sigma Psi Zeta, Sigma Sigma Rho ("Welcome to NAPA"). NALFO Members - Alpha Pi Sigma, Alpha Psi Lambda, Chi Upsilon Sigma, Gamma Phi Omega, Gamma Zeta Alpha, Kappa Delta Chi, Lambda Alpha Upsilon, Lambda Pi Chi, Lambda Pi Upsilon, Lambda Sigma Upsilon, Lambda Theta Nu, Lambda Upsilon Lambda, Omega Phi Beta, Phi Iota Alpha, Sigma Iota Alpha, Sigma Lambda Upsilon ("ORGANIZATION LIST"). NPHC Members - Alpha Phi Alpha, Alpha Kappa Alpha, Kappa Alpha Psi, Omega Psi Phi, Delta Sigma Theta, Phi Beta Sigma, Zeta Phi Eta, Sigma Gamma Rho, Iota Theta Chi ("National Pan-Hellenic Council"). UCCFS Members - Alpha Nu Omega, Men of God, Delta Psi Epsilon, Zeta Phi Zeta, Gamma Phi Delta, Alpha Eta Theta ("Home").

Honor, Professional & Service Societies: This information can harness individuals who excelled in their particular area of study. Fundraisers can identify individuals who may have been in honor societies that do not correlate with their degrees or who would be willing to give back to programs benefitting those specialties.

Example attribute descriptions: Association of College Honor Societies - Alpha Beta Gamma, Alpha Chi, Alpha Epsilon, Alpha Epsilon Delta, Alpha Epsilon Rho, Alpha Eta Mu Beta, Alpha Iota Delta, Alpha Kappa Delta, Alpha Lambda Delta, Alpha Mu Sigma, Alpha Pi Mu, Alpha Sigma Lambda, Alpha Sigma Mu, Alpha Sigma

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Nu, Beta Gamma Sigma, Beta Kappa Chi, Beta Phi Mu, Chi Epsilon, Chi Sigma Iota, Delta Epsilon Sigma, Delta Mu Delta, Delta Tau Alpha, Epsilon Pi Phi, Epsilon Pi Tau, Gamma Theta Upsilon, Kappa Delta Pi, Kappa Mu Epsilon, Kappa Omicron Nu, Kappa Tau Alpha, Lambda Iota Tau, Lambda Pi Eta, Lambda Sigma, Mortar Board, Mu Kappa Tau, National Society of Collegiate Scholars, Omega Chi Epsilon, Omega Rho, Omicron Delta Epsilon, Phi Alpha Theta, Phi Beta Delta, Phi Sigma, Phi Sigma Iota, Phi Sigma Tau, Phi Upsilon Omicron, Pi Alpha Alpha, Pi Delta Phi, Pi Gamma Mu, Pi Kappa Lambda, Pi Omega Pi, Pi Sigma Alpha, Pi Tau Sigma, Pi Theta Epsilon, Psi Beta, Psi Chi, Rho Chi, Scabbard and Blade, National Society of, Sigma Beta Delta, Sigma Delta Pi, Sigma Lambda Alpha, Sigma Lambda Chi, Sigma Pi Sigma, Sigma Tau Delta, Sigma Theta Tau, Tau Alpha Pi, Tau Beta Pi, Tau Sigma Delta, Theta Alpha Kappa, Upsilon Pi Epsilon, Xi Sigma Pi (ACHS and Contributors). PFA Members - Alpha Zeta, Alpha Kappa Psi, Alpha Rho Chi, Alpha Phi Omega, Alpha Chi Sigma, Alpha Omega Epsilon, Delta Epsilon Mu, Delta Theta Phi, Delta Kappa Alpha, Delta Omicron, Delta Sigma Pi, Epsilon Nu Tau, Theta Tau, Kappa Epsilon, Kappa Epsilon, Kappa Kappa Psi, Kappa Psi, Lambda Kappa Sigma, Mu Phi Epsilon, Pi Sigma Epsilon, Rho Phi Pi, Sigma Alpha, Sigma Alpha Iota, Tau Beta Sigma, Phi Alpha Delta, Phi Beta, Phi Gamma Nu, Phi Delta Epsilon, Phi Delta Chi, Phi Sigma Pi, Phi Chi Theta, Omega Tau Sigma, Pershing Rifles ("Professional Fraternity Association").

**Latin Honors:** The inclusion of Latin Honors can identify individuals who graduated in the top portions of their class. This information can be used as a possible indicator of wealth based on the concept of high-achieving academic success.

Example attribute descriptions: *Magna Cum Laude, Summa Cum Laude, Cum Laude*

**Nationality:** Just like the aforementioned identifier, fundraisers can target individuals for ethnically-charged events in order to target specific donors who relate to the composition of the demographic. This attribute differs from Country of Origin (i.e. an American born on a military base in another country).


**Pre-Societies/Programs:** information can be gathered through student applications to the university regarding the “pre” program designation. Currently, the database does not track whether a student is any from of “pre” fields which can identify a new group of individuals interested in careers unrelated to their majors.

Example attribute descriptions: *Pre-Law, Pre-Health, Pre-Medical*

**Religion:** This information, although available to be utilized on the “Bio 2” Tab has not been implemented into the constituent records thus far. Specific fundraising campaigns with religious backing or origin can bring back alumni who associate with those religions.

Example attribute descriptions: *Babism, Baha’i Faith, Christianity, Gnosticism, Islam, Judaism, Rastafari, Black Hebrew Israelites, Shababism, Bhakti, Buddhism, Din-e Ilahi, Hinduism, Jainism, Meivazhi, Sikhism, Zoroastrianism, Yazdanism, Confucianism, Taoism, Shinto* ("List of religions and spiritual traditions")
Removed/Cleaned Data Points

*Note: this is not an analysis of Special Attribute Descriptions, this is an analysis of the overall Special Attributes*

**AG Ask 1, 2, & 3:** These special attributes can be combined in order to eliminate the number of attributes on one given constituent profile. In order to combine these, you can include the numbers associated to each attribute (one, two and three) in the comments section. This will allow an individual to still gather information regarding specific constituents from a query by sorting the “Comments” portion of a Special Attribute.

**City Council + School Board + Elected Officials:** The City Council, School Board and Elected Officials attributes should be combined as both references are places of elected office. When attempting to reach out to people of interest from the political atmosphere, any alumni or previous donor who holds an elected position can be of use. City Councilmembers, School Board and Elected Officials in higher forms of office can be combined into one list under one attribute.

**Country of Origin:** This attribute can be removed from the database to eliminate duplicate information that can already be found on the “Bio 2” Tab. If information exists in a constituent profile under the “Attributes” Tab, it must be transferred to the “Bio 2” Tab. Use current Country of Origin attributes and transfer over to “Bio 2” Tab.

**Lists + Subscriptions + Newsletters + Solicit Codes:** The information found under Lists, Subscriptions, Newsletters and Solicit should be combined into one attribute. The attribute “Lists” includes Do Not Mail and Subscription information for University news sources. Newsletter attributes can be added under a single attribute associated with subscriptions. I recommend this be titled “Subscriptions”. This will allow all sources of news being sent to alumni as well as information related to adding alumni to “Do Not Mail” lists can be gathered under one attribute.

**School Awards + University Awards:** Awards provided by specific schools within the University should be combined with University Awards in order to clean the award designation down to one attribute. These School Awards are still provided via University Administration and can be identified by school using a prefix such as “JSOM: [insert award name].”

**Student Government + Student Organizations:** The Student Government attribute should be added under the Student Organizations attribute description in order to maintain a smaller list of attributes since Student Government is classified as a student organization. Memberships can be submitted by the Student Government advisor to OrgSync.
**Student Organizations:** This attribute should be updated to match the current list of student organizations. Information can be gathered from a third party source in order to automatically associate a membership with these organizations onto their constituent record. Organization memberships should be reliant on one external database use by the University, OrgSync.

**University Awards:** The University Awards attribute should be updated in order to include all awards provided by the school administration. This includes an update on student leadership awards, alumni awards and faculty awards administered by University staff.

**Volunteers + Alumni Volunteer + Comet Families:** Within a constituent record, a tab is designated for in-depth description of volunteer experience. The "Volunteer" Tab indicates information regarding an individual’s volunteer record with the University. The information found within the volunteer attribute can be shifted onto the “Volunteer” Tab in order to allow for more information to be implemented when drafting volunteer records in comparison to the simple attribute format.
IMPORTED DATA TYPES

Information can be imported from third-party sources on a consistent basis in order to update data points within the Raiser’s Edge database that are not currently being tracked. Different data resources include an automatic sync to constituent records from the UT Dallas Career Center, OrgSync, Orion Applicant Center & Student Center, and ApplyTexas.org.

UT Dallas Career Center (Comet Careers)

This third party resource is generally used by both students and alumni of the University looking for career opportunities. Information is manually transmitted into the easy-to-use Career Center interface for acquiring and reporting filled positions found through the Comet Careers job database. This information can be useful to track the jobs alumni receive in order to connect individuals with particular fields of interest that may not otherwise be available to retrieve. Information from OrgSync can be used automatically to update constituent records in the “Business” portions under the “Bio 1” Tab. Negative aspects of using this data would be a disproportionate job reporting system as not all alumni will receive positions through the CometCareers services offered by the Career Center. Positive aspects include reliability of information as the Career Center verifies all job positions reported through this service.

Figure 3: Screenshot of Comet Careers job filing page
OrgSync

This third party resource can be utilized to automatically track student organization involvement. Information from OrgSync can be used automatically to update constituent records in the Special Attributes section under the “Attributes” Tab. This will allow fundraisers to target alumni who share a common charitable cause or philanthropy as well as reconnect student organizations to alumni in campaign opportunities. Information regarding organization memberships is inputted manually by the student or faculty advisory (alumni cannot access once graduated). OrgSync holds the most active comprehensive collection of UT Dallas Student Organizations. Negative aspects include the unresponsive nature of organizations to autonomously accept or decline requested memberships within the OrgSync application.

Figure 4: Screenshot from OrgSync Student Profile
Orion Applicant Center & Student Center

Orion Applicant Center may be accessed by potential UTD students who have already turned their student application in through ApplyTexas.org. Orion Student Center is utilized by Faculty, Staff and Students to keep track of their personal information and tasks for various university-wide inquiries. The information stored in the Orion database hosted by the school can automatically be imported into Raiser’s Edge for further data harvesting on future alumni or optimal donors. This information would come directly from university records therefore maintaining the most accurate data. Positive aspects include reliability under the pretense that university administration handles these records.

Figure 5: Example Applicant Center for UT Dallas incoming students
ApplyTexas.org

This is the final recommended source of third-party data. Unfortunately, permissions would have to be received from ApplyTexas.org directly. The information in these applications however would be invaluable to the University as it maintains more data on personal applicants whether they become students or not than the Orion Applicant Center. ApplyTexas.org gathers information on incoming potential students regarding their current interests, high school education, region of origin, parental or family information, etc. This information can be used for in-depth fundraising related to traits acquired outside of the collegiate career. Negative aspects include the concept of self-reporting as ApplyTexas.org does not verify non-academic or personal records inputted within an application. Positive aspects include the gathering of information from potential applicants regarding their involvement before entering college which can be useful for identifying long-term interests.

Figure 6: Portion of Educational Information from Example 2017-2018 Application
IMPORTING DATA INTO CONSTITUENT RECORDS

Raiser’s Edge version 7.9 (RE7.9) allows an administrator of the program to import data from third-party sources in order to provide either new records or updates on existing ones. This allows mass amounts of information regarding constituents in the database to be created automatically without an exorbitant amount of manual analysis. The aforementioned third-party sources in the previous section (OrgSync, Comet Careers, etc.) can bring gathered data from other areas to be implemented into the current university-wide database, Raiser’s Edge. Below is a brief overview of different importation styles that can be used with RE7.9.

*Note: This portion of the report should not be used to supplement a Blackbaud RE7.9 Import Guide or other formal import instructions; this recommendation is a simple summary of solutions

Importing New Records

The first step to complete before allowing importation of data would be a successful back-up of information in order to assure a safe source of solidified data before making a large change like an importation. The following steps must be completed by an administrator to find the importing tool in Raiser’s Edge:

1. Find the “General” tab and then find the **Import** subcategory and click on **Constituent**.
2. Click on **New Import** to add the separate file. The screen utilized for importing should appear as Figure 7 below.

![Figure 7: Example Import - Constituent Screen in Raiser's Edge 7.9](image)
Information should then be analyzed for mistakes or errors and uploaded to the database after following a series of steps listed in the Blackbaud RE7.9 Import Guide found on the company’s website (Raiser’s Edge Import Guide). Files including Microsoft Excel spreadsheets and exported data program files such as Microsoft Access can be utilized for the importation process in Raiser’s Edge.

Updating Existing Records

Similar to the Importing New Records section, all current information in the database should be backed up prior to an addition of mass imported data. The following steps must be completed to begin importing data to update existing records:

1. Find the “General” tab and then find the Import subcategory and click on Constituent.
2. Update the Import parameters option, visible in Figure 8 below, which can be set to update specific attributes or other constituent record items (i.e. Constituent Address if updating a mass amount of addresses)
3. Click on New Import to add the separate file. The screen utilized for importing should appear as the figure below.

![Figure 8: Example Import Parameters Screen in Raiser’s Edge 7.9](image)

Again, similar to the Importing New Records portion of this report, the updated constituent information can be completed in a step-by-step fashion found in the Blackbaud RE7.9 Import Guide found on the company’s website (Raiser's Edge Import Guide).
CONCLUSION

In summation, universities both public and private can target alumni based upon the attributes and identifiers associated with their personal records in order to produce a more tailored experience for fundraisers. Alumni can be produced in groups of various characteristics such as personal attributes, organizational memberships, degree plans, or reported interests. Universities can gather large sources of third-party data in order to update or create new records within their utilized database to craft more-detailed constituent records and overall, an easier fundraising process across the campus. Third-party data sources that are abundant but hardly used include alumni career data, pre-collegiate personal records, student demographic reports, and organization membership services.


"List of contemporary ethnic groups." Wikipedia. Wikimedia Foundation, 04 June 2017. Web. 05 June 2017.


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UT SYSTEM'S
SUMMER INTERNSHIP
IN PHILANTHROPY

The Summer Internship in Philanthropy program, hosted by the UT System’s Center for Enhancing Philanthropy, spans across fourteen institutions and houses twenty-two interns. This program facilitates a paid internship lasting ten weeks in order to gain experience in philanthropic programs which includes subjects such as stewardship, special events, alumni relations, data analysis, and communications.

At the University of Texas at Dallas, three interns are assigned to the Office of Development and Alumni Relations on a rotational curriculum and work schedule that exemplifies the mission for the Center for Enhancing Philanthropy.

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