

# Data Field Headers

In order to begin an Oral History Project, PCI will need the following data fields. Client may send the data file in client's preferred layout and format (CSV, Excel, etc)



Type of Data	Fields Requested - Critically Important Data in Yellow
<b>ID and Name</b>	
	Unique ID
	Prefix
	First Name
	Middle Name
	Last Name
	Suffix
	Maiden or Student Last Name
	Maiden or Student First Name
	Maiden or Student Middle Name
	Nickname
<b>Status Indicators</b>	
	Deceased Indicator
	Lost/Bad Address Indicator
	Do Not Mail Indicator
	Do Not Phone Indicator
	Do Not Email Indicator
	Do Not Include in the Project Indicator/Exclude
	VIP Indicator - (these records will receive limited marketing outreach)
	Staff at your Institution Indicator
	Faculty at your Institution Indicator
	Board Member at your Institution Indicator
<b>Personal</b>	
	Date of Birth
	Ethnicity
	Gender
	Marital Status
	Last Update Date

<b>Your Academics</b>	
	Preferred Class Year from your Institution
	Class Year 1 of Graduation from your Institution
	Degree Received 1 from your Institution
	Major 1 from your Institution
	College 1 from your Institution (if applicable)
	School Name 1 from your Institution for each academic set (if applicable)
	Campus 1 from your Institution for each academic set (if applicable)
	Class Year 2 of Graduation from your Institution
	Degree Received 2 from your Institution
	Major 2 from your Institution
	College 2 from your Institution (if applicable)
	School Name 2 from your Institution for each academic set (if applicable)
	Campus 2 from your Institution for each academic set (if applicable)
	If there are additional academic sets, please send in the same format as above
<b>Residence or Primary</b>	
	Residence/Primary Street 1
	Residence/Primary Street 2
	Residence/Primary City
	Residence/Primary State
	Residence/Primary Country
	Residence/Primary Zip
	Residence/Primary Phone Number
	Residence/Primary Email
	Cellular Phone Number
	Preferred Mail Address Indicator - if more than one address is sent
	Preferred Email Address Indicator - if more than one email is sent
	Preferred Phone Indicator - if more than one phone is sent

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Business	
	Business Name
	Job Title / Position
	Retired Indicator
	Career Networking Code (please send code list separately)
	Business Street 1
	Business Street 2
	Business City
	Business State
	Business Country
	Business Zip
	Business Phone Number
	Business Email
	Business Website
Spouse/Partner	
	Spouse/Partner First Name
	Spouse/Partner Middle
	Spouse/Partner Last Name
	Spouse/Partner is Deceased
	Spouse/Partner is an Alum
Other Academics	
	Other Institution Attended Name 1
	Other Institution Degree Received 1
	Other Institution Attended Name 2
	Other Institution Degree Received 2

Donation	
	Date of Last Donation
	Ask/Do Not Ask for Donation Indicator (ok if found in other fields sent)
	Last Gift Amount
	Total Gifts Made

Membership	
	Membership Level (Example: Annual, Lapsed, Life)
	Lifetime Membership Indicator (if not found in Membership Level)
	Membership Type (Example: Single, Joint)
	Membership Expiration Date
Additional Data	
	If there is anything not listed above that might be useful, please send
	If you are using Raiser's Edge format, do not use this document.
	Questions? Please contact me at 757-965-8231 <a href="mailto:snewchok@publishingconcepts.com">snewchok@publishingconcepts.com</a>

## Data Returns

Our goal is to return the data we're gathering throughout the course of the program, as it's gathered and edited. Your first data return will be sent to you approximately 6 weeks after marketing phase begins. The file is an industry-standard CSV. It includes the updated records with the field names inserted into the first record. When you receive the first data return, you can request any format changes you need so that the import process is efficient and seamless for you. If you already know of formatting requirements you'll need, please send them after the kick-off call. Home addresses will be returned to you in CASS format, unless specifically requested otherwise. During the program, you may send additional files if you'd like to add the records of your most recent class or membership group. You may also want to send updates that you have gathered that we can apply to any non-respondent records. That file(s) should be in the same format as your original database. Please let us know each time you send a file so that we can immediately access and process it