

# **Constituent Attributes**

Constituent attributes are used for a number of reasons: tracking program participation, flagging people who wish to receive specific types of communications, temporary flags for data cleaning projects, etc. The method for applying an attribute depends on what that attribute is being used for. This policy outlines guidelines for common applications of Constituent Attributes. Any questions regarding the use of specific attributes should be sent to <a href="mailto:REHelp@seattleu.edu">REHelp@seattleu.edu</a>.

### **Program Participation**

Attributes are used to track several types of program specific participation. These programs include Athletics, Alumni and Magis. Using attribute categories and descriptions allows for tracking different kinds of participants for a program.

Attribute fields for tracking program participation are used as follows:

- Category = Alumni Participation, Athletics Participation, etc.
- Description = the specific program participation type (Connelly Center member, LinkedIn member, etc.).
- Date = Depends on the program. This could represent the date membership began, or ended. Check with the department responsible for the program for details.
- Comments = Optional, but the program start or end date, or special program IDs could be recorded here.

# **Mailings to Send**

The Mailings to Send attribute is used to flag individuals and organizations that have requested to receive specific types of communications.

Attribute fields tracking communication preference are used as follows:

- Category = "Mailings To Send"
- Description = specific type of communication being opted into
- Date = Blank
- Comments = Optional, usually left blank

Once a Mailings to Send assignment becomes invalid, that attribute is removed from the Constituent record.

## **Data Cleaning Projects**

Attributes may be used to temporarily flag records that are part of a data cleaning project. Once a project is completed, these attributes must be removed from all records they were originally applied to. Advancement Services staff will add and remove these attributes as necessary.

Attribute fields will be used as follows:

- Category and Description = depends on the cleanup project at hand.
- Date = date attribute was applied
- Comments = brief description of what the cleanup project is. This can be useful when multiple projects are being worked on simultaneously or if old coding is being reviewed.



#### **Other Common Attributes**

Below is a list of commonly used attributes and their meaning:

- Race: The race(s) a Constituent self identifies with. This is self-reported information pulled from the Registrar's database. Advancement does not solicit constituents for this information. The Date and Comments fields are not used with this Attribute.
- *Transfer Student*: "Yes" for those undergraduate or withdraw alumni who transferred to Seattle University from another school. The Date and Comments fields are not used with this Attribute.
- President's Club: Used to flag donors who qualify for President's Club member status. The Date
  is used to record the fiscal year in which the donor qualified. The President's Club Benefits
  Eligible Attribute is similarly used, but records the time frame in which the donor receives
  President's Club benefits.