

Standard Import Layout

Field Name	New/ Existing	Description	For Insights Cloud/ Enrollment Lens	For Affinity	For eMatch	For Digital
UNIQUEID	Existing	The unique key or ID for each record (do not use social security number)	Required	Required	Required	Not Used
LASTNAME	Existing	Last name of the student	Required	Required	Required	Optional
FIRSTNAME	Existing	First name of the student	Required	Required	Required	Optional
ADDRESS1	Existing	Permanent address of the student	Required	Required	Required	Optional
ADDRESS2	Existing	Permanent address 2 of the student (Apt, PO Box, etc.)	Optional	Optional	Optional	Optional
CITY	Existing	Permanent city of the student	Required	Required	Required	Optional
STATECODE	Existing	Permanent state of the student	Required	Required	Required	Optional
ZIPCODE	Existing	Permanent zip code of the student	Required	Required	Required	Optional
EMAIL	Existing	Student email address	Required	Optional	Recommended	Required
CELLPHONENUMBER	New	Student Mobile Number (numbers only)	Recommended	Not Used	Optional	Optional
TEXTMESSAGEOPTIN	New	Flag indicating SMS Opt in. Accepted values are Y/N, Yes/No, True/False	Recommended	Not Used	Not Used	Not Used
HOMEPHONE	New	Student Home Phone Number (numbers only)	Recommended	Not Used	Optional	Optional

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BIRTHDATE	Existing	Student date (MM/DD/YY) of birth	Recommended	Not Used	Optional	Not Used
GENDER	Existing	Male (M) or Female (F) or Another Gender (A) or Prefer Not to Respond (P)	Recommended	Not Used	Optional	Not Used
ETHNICITY	New	Expected values are 1-8: Black/African-American=1, American Indian/Alaskan Native=2, White=3, Latina/Latino/Latinx/Hispanic=4, Asian/Asian American=5, Native Hawaiian/Pacific Islander=6, Two or more races=7, Prefer not to respond=8	Recommended	Not Used	Not Used	Not Used
FIRSTGENFLAG	New	Flag indicating First Generation. Accepted values are Y/N, Yes/No, True/False	Recommended	Not Used	Not Used	Not Used
STUDENTATHLETE	Existing	Flag indicating student athlete. Accepted values are Y/N, Yes/No, True/False	Recommended	Not Used	Not Used	Not Used
EFC	New	User-defined Estimated Family Contribution Band or Student Aid Index Band)	Recommended	Not Used	Not Used	Not Used
ENTRYTERM	Existing	A textual description of the term (e.g., Fall, Spring, Open, etc.)	Recommended	Not Used	Not Used	Not Used
ENTRYYEAR	Existing	Year (CCYY) for the specific enrolling class	Required	Not Used	Not Used	Not Used

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HSCODE	New	High School Code (CEEB Code)	Recommended	Not Used	Not Used	Not Used
HSGRADYEAR	Existing	Year (CCYY) the student graduates or graduated from high school	Recommended	Not Used	Not Used	Not Used
GPA	Existing	Student's HS GPA in the normalized form required by the school	Recommended	Not Used	Not Used	Not Used
ACTSCORE	New	ACT Composite Score (1-36)	Recommended	Not Used	Not Used	Not Used
SATSCORE	New	SAT Total Score (400-1600)	Recommended	Not Used	Not Used	Not Used
PROSPECTCODE	New	Initial source code for student record acquisition	Recommended	Not Used	Not Used	Not Used
PROSPECTDATE	New	Date (MM/DD/YY) the student record was acquired	Recommended	Not Used	Not Used	Not Used
SRCCODE	Existing	Initial source code for inquiry	Recommended	Not Used	Not Used	Not Used
INQUIRED	Existing	Date (MM/DD/YY) student has inquired	Required	Not Used	Not Used	Not Used
APPLIED	Existing	Date (MM/DD/YY) student started the application process	Required	Not Used	Not Used	Not Used
COMPLETED	Existing	Date (MM/DD/YY) student completed the application process	Required	Not Used	Not Used	Not Used
ADMITTED	Existing	Date (MM/DD/YY) student was admitted	Required	Not Used	Not Used	Not Used

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CONFIRMED	Existing	Date (MM/DD/YY) student confirmed/deposited	Required	Not Used	Not Used	Not Used
ENROLLED	Existing	Date (MM/DD/YY) student enrolled	Required	Not Used	Not Used	Not Used
CANCELED	Existing	Date (MM/DD/YY) student canceled at any time	Recommended	Not Used	Not Used	Not Used
DROPPED	Existing	Date (MM/DD/YY) student was dropped after enrollment	Optional	Not Used	Not Used	Not Used
GRADUATED	Existing	Date (MM/DD/YY) student graduated	Optional	Not Used	Not Used	Not Used
FAFSASUBMITTED	New	FAFSA Submission Date (MM/DD/YY)	Recommended	Not Used	Not Used	Not Used
APPLICATIONPLAN	New	Expected values are Early Action, Early Decision, Early Decision 2, Regular Decision	Recommended	Not Used	Not Used	Not Used
ADMITCODE	New	Expected values are Conditional, Provisional, Wait List, or Direct.	Recommended	Not Used	Not Used	Not Used
COLLEGE	New	College of Interest - such as School of Business	Recommended	Not Used	Not Used	Not Used
ACADEMICPROGRAM	Existing	Interest in academic program	Recommended	Not Used	Not Used	Not Used
ADMITTEDPROGRAM	New	Academic program where the student was admitted	Recommended	Not Used	Not Used	Not Used

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HONORSPROGRAM	New	Flag indicating intent to join Honors Program. Accepted values are Y/N, Yes/No, True/False	Recommended	Not Used	Not Used	Not Used
CAMPUSLOCATION	Existing	Name of Campus Location (use for branch campuses)	Recommended	Not Used	Not Used	Not Used
STUDENTTYPE	New	Expected values are First Year, Transfer, Transient (note International below)	Recommended	Not Used	Not Used	Not Used
INTERNATIONAL	New	Flag indicating international student. Accepted values are Y/N, Yes/No, True/False	Recommended	Not Used	Not Used	Not Used
COUNTRYOFORIGIN	New	For international students, the country of origin.	Optional	Not Used	Not Used	Not Used
STUDENTSTATUS	New	Status of the student such as Full Time, Part Time, null	Recommended	Not Used	Not Used	Not Used
TERRITORY	New	Institution defined territory such as Southwest, Chicago Suburbs, or US East.	Recommended	Not Used	Not Used	Not Used
ENGAGEMENTSCORE	New	Score showing institution-defined student engagement. Numeric values accepted.	Recommended	Not Used	Not Used	Not Used
RECORDTYPE	New	For use with Affinity. Expected values are Alumni, Student, or Other.	Not Used	Recommended	Not Used	Not Used
CUSTOMFILTER1	New	Custom Filter Values can be any text value. For example, t-shirt size or eye color.	Optional	Not Used	Not Used	Not Used

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CUSTOMFILTER2	New	Custom Filter Values can be any text value. For example, t-shirt size or eye color.	Optional	Not Used	Not Used	Not Used
CUSTOMFILTER3	New	Custom Filter Values can be any text value. For example, t-shirt size or eye color.	Optional	Not Used	Not Used	Not Used
CUSTOMFILTER4	New	Custom Filter Values can be any text value. For example, t-shirt size or eye color.	Optional	Not Used	Not Used	Not Used
CUSTOMFILTER5	New	Custom Filter Values can be any text value. For example, t-shirt size or eye color.	Optional	Not Used	Not Used	Not Used
CUSTOMDATE1	New	Custom Dates can be any important date. For example, campus visit, or yield event.	Optional	Not Used	Not Used	Not Used
CUSTOMDATE2	New	Custom Dates can be any important date. For example, campus visit, or yield event.	Optional	Not Used	Not Used	Not Used
CUSTOMDATE3	New	Custom Dates can be any important date. For example, campus visit, or yield event.	Optional	Not Used	Not Used	Not Used
CUSTOMDATE4	New	Custom Dates can be any important date. For example, campus visit, or yield event.	Optional	Not Used	Not Used	Not Used
CUSTOMDATE5	New	Custom Dates can be any important date. For example, campus visit, or yield event.	Optional	Not Used	Not Used	Not Used