

Ruffalo Noel Levitz - CIM Export Layout

File information for:

RNL - CIM Campaign Export

RNL - CIM Scoring Export

Field Name	Length	Type	Notes
id	100	C	Client-provided ID number
RNL ID	13	N	Ruffalo Noel Levitz id number
First Name	50	C	
Middle Name	50	C	
Last Name	60	C	
Phone	50	C	
Cell Phone	50	C	
Prefix	100	C	
Suffix	10	C	
Address1 Line1	50	C	
Address1 Line2	50	C	
Address1 City	50	C	
Address1 State Or Province	3	C	
Address1 Postal Code	50	C	
Email Address	100	C	
Birth Date	10	D	mm/dd/yyyy
Gender	6	C	
CEEB	20	N	
High School	50	C	
Staff Assigned	100	C	
Source Code	2000	C	
Call Date	10	D	mm/dd/yyyy
Segment Name	100	C	
Call Result	27	C	ex. Interested, Not Interested, other complete †
Comment Text	2000	C	
Quadrant	100	C	Name of Quad Code (ex. Bread & Butter, Aspirers, etc.)
Survey Grade	1	N	1-5
Graded Bin	2	C	Survey Grade + Bin
Bin	1	C	A-J decile
Model Score	3	N	Value between .01-1.0
pop	4	C	
adg	4	C	
mfi	4	C	
hvl	4	C	
eth	4	C	
mhb	4	C	
mdg	4	C	
Intro	100	C	
Still a choice	100	C	
Interest Level	100	C	
Rank among colleges	100	C	
Academic Interest	100	C	
Most Important Factor	100	C	
Paying for college	100	C	
Campus Visit Interest	100	C	
Wrong Year	100	C	
Grade Bump	3	C	"Yes" indicates a grade has been increased by 1 due to interaction with PLUS email.
GPA	100	C	

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Field Name	Length	Type	Notes
Test Scores	100	C	
Scholarship	100	C	

Bold = RNL recommends importing these fields into your system to manage ongoing outreach. ID, Survey Grade, Quadrant and Model Score are critical; all others recommended.

†Other Completes:

- Disconnected*
- Whereabouts Unknown*
- Do Not Call*
- Deceased*
- No English*
- Unavailable*
- Reassigned Number*
- Refuse*
- Inbound Do Not Call*
- Wrong Year*