University of Florida Advancement Integration Use Case

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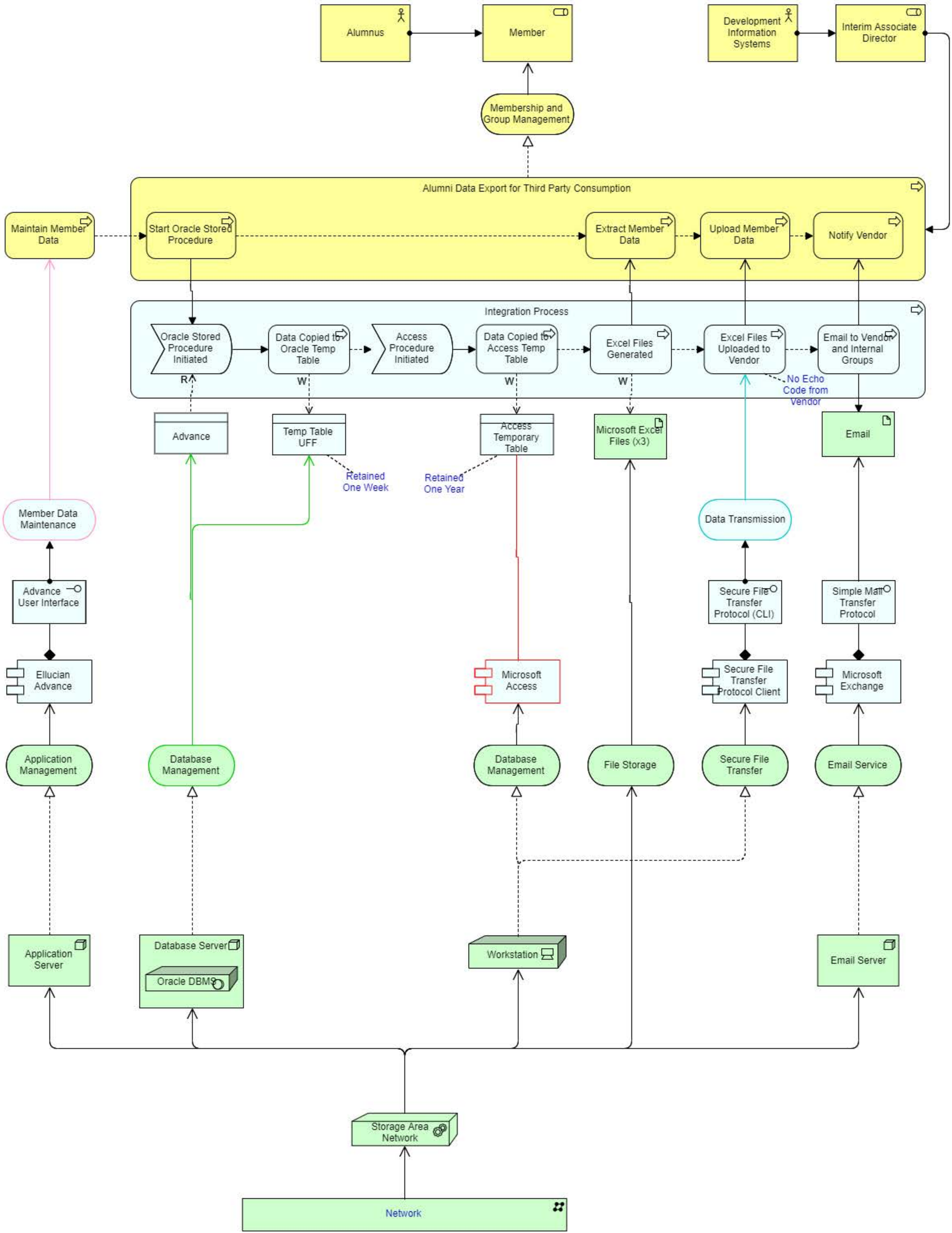
Alumni Data

Membership data is transmitted weekly to three vendors in Excel files sent through Secure File Transfer Protocol



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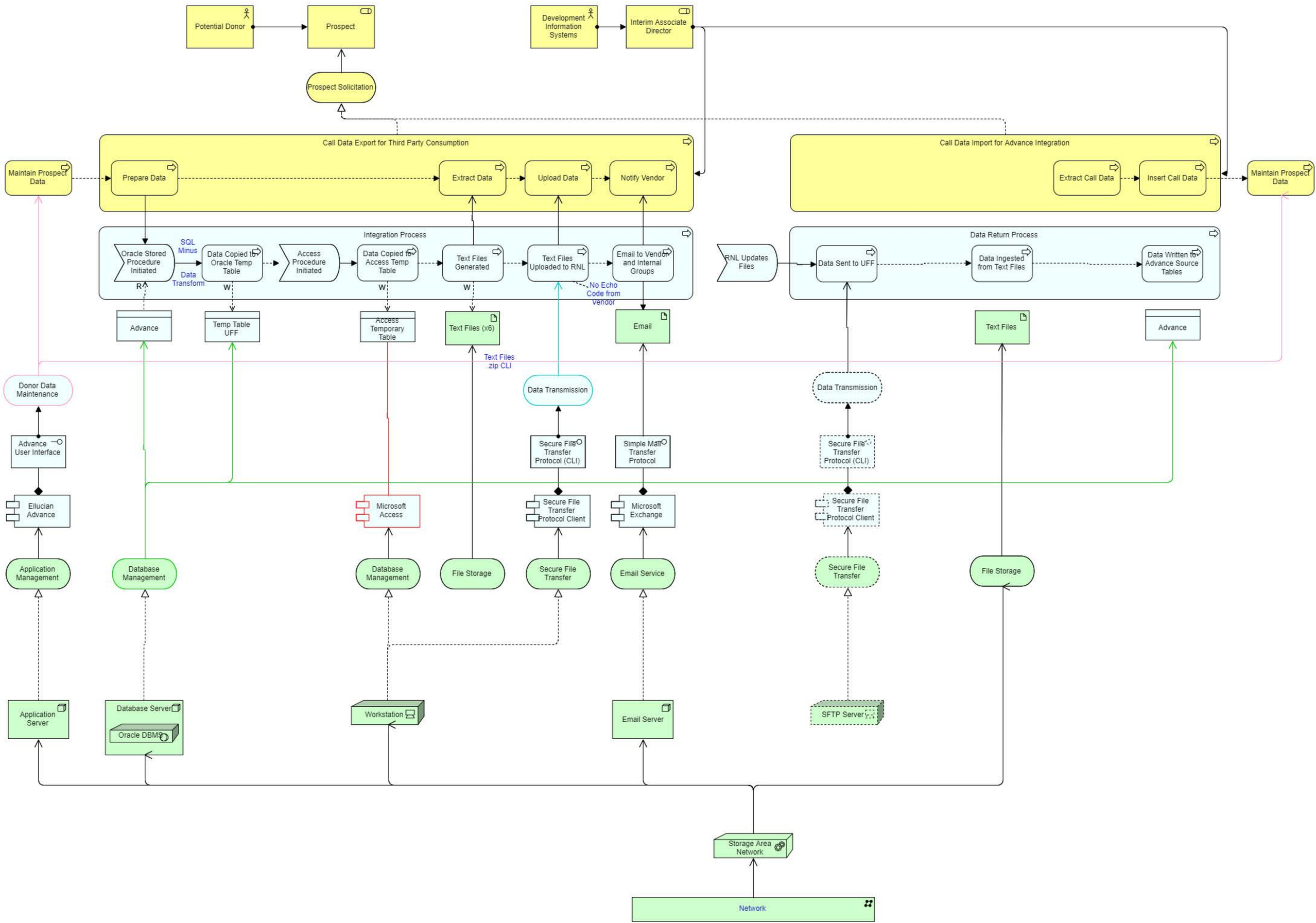
RNL Data

Data sent to calling partners refreshed twice a year ("Fall" and "Spring") with the "Fall" refresh setting the baseline data. The Vendor sets the data that triggers the data pull. The Customer specification can change.



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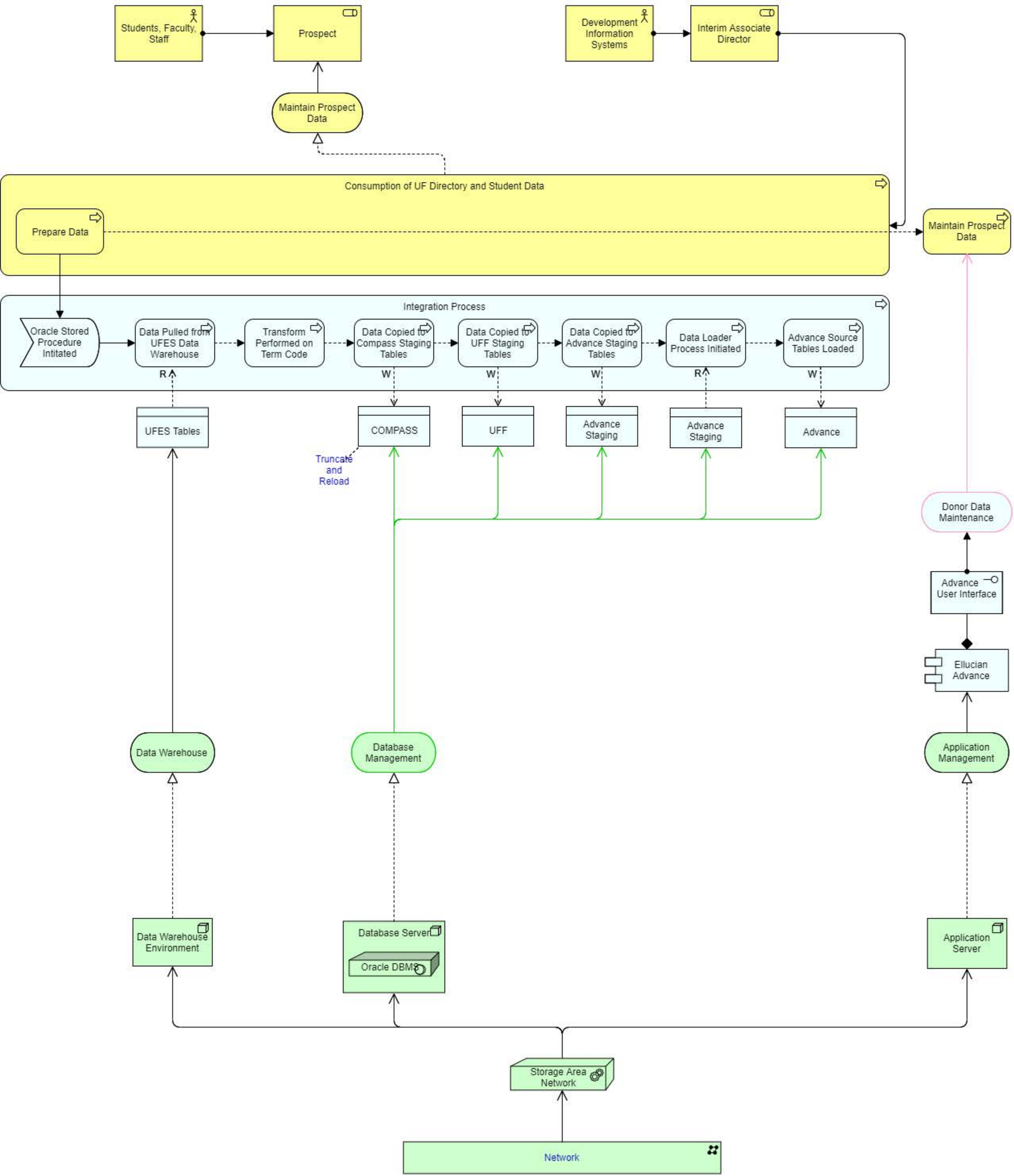
Directory and Student Data

Master Data for Faculty, Staff, and Students. NOTE: The Campus Enterprise Data Warehouse does have exposed APIs, however, they are not currently utilized.



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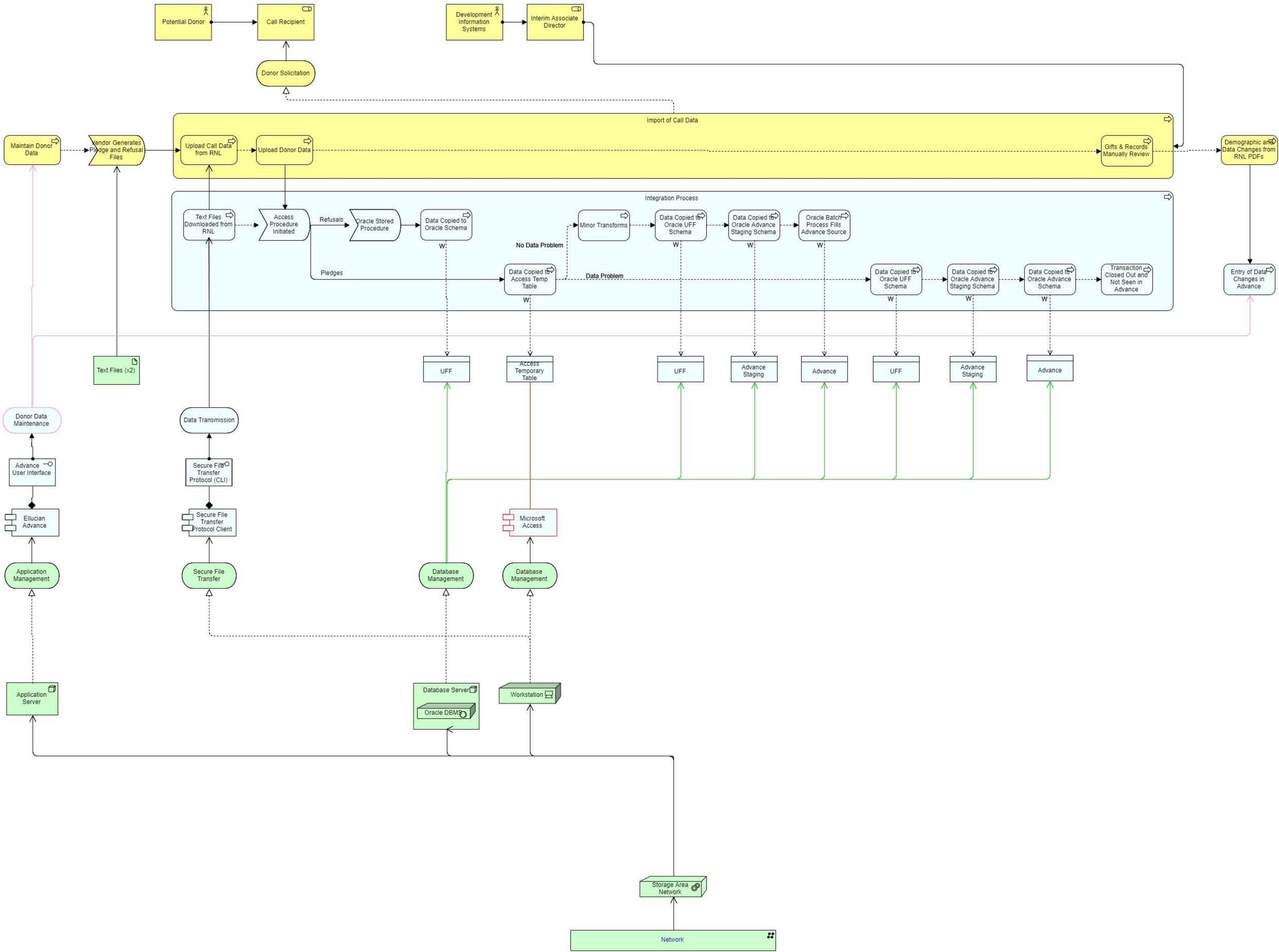
Phone Pledges

Data contains calling groups with RNL and contains the results of calls including pledges and refusals.



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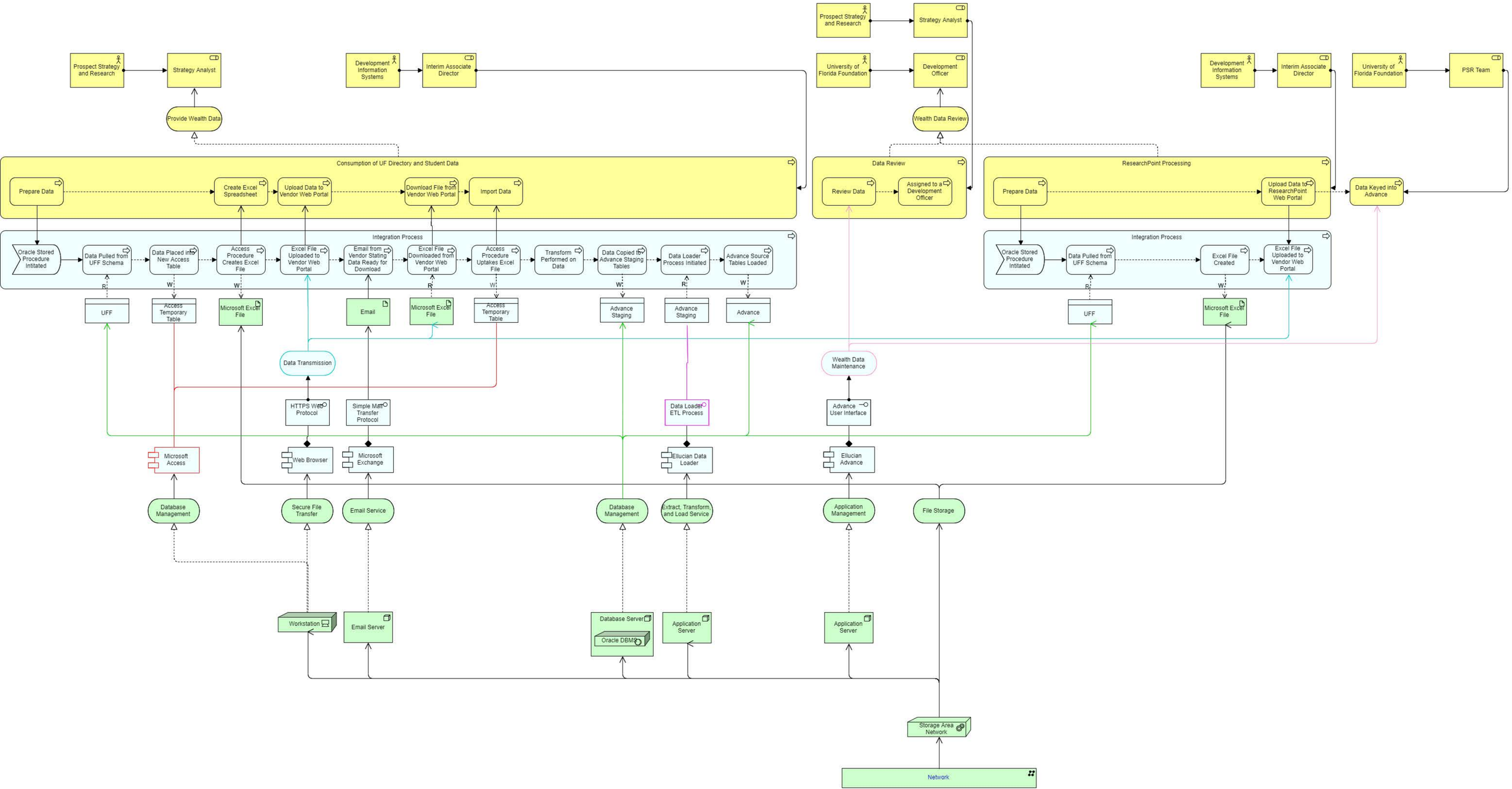
Screening Data

Data used for periodic wealth screening.



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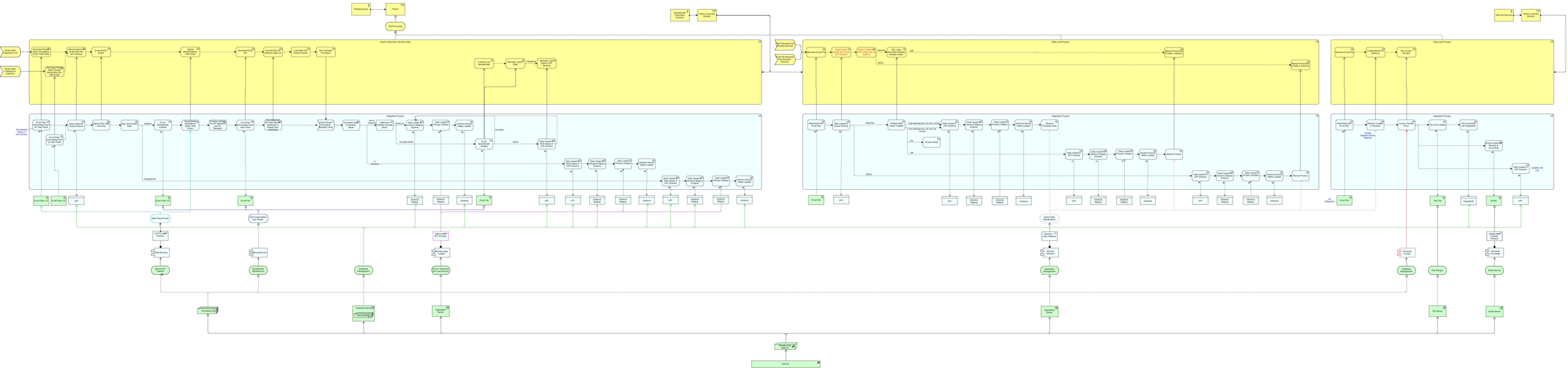
Business Services Money

Point of Sales/Web Portal: MSOL (students at graduation) and GatorTos (parents at preview). Contains biographical and student data.



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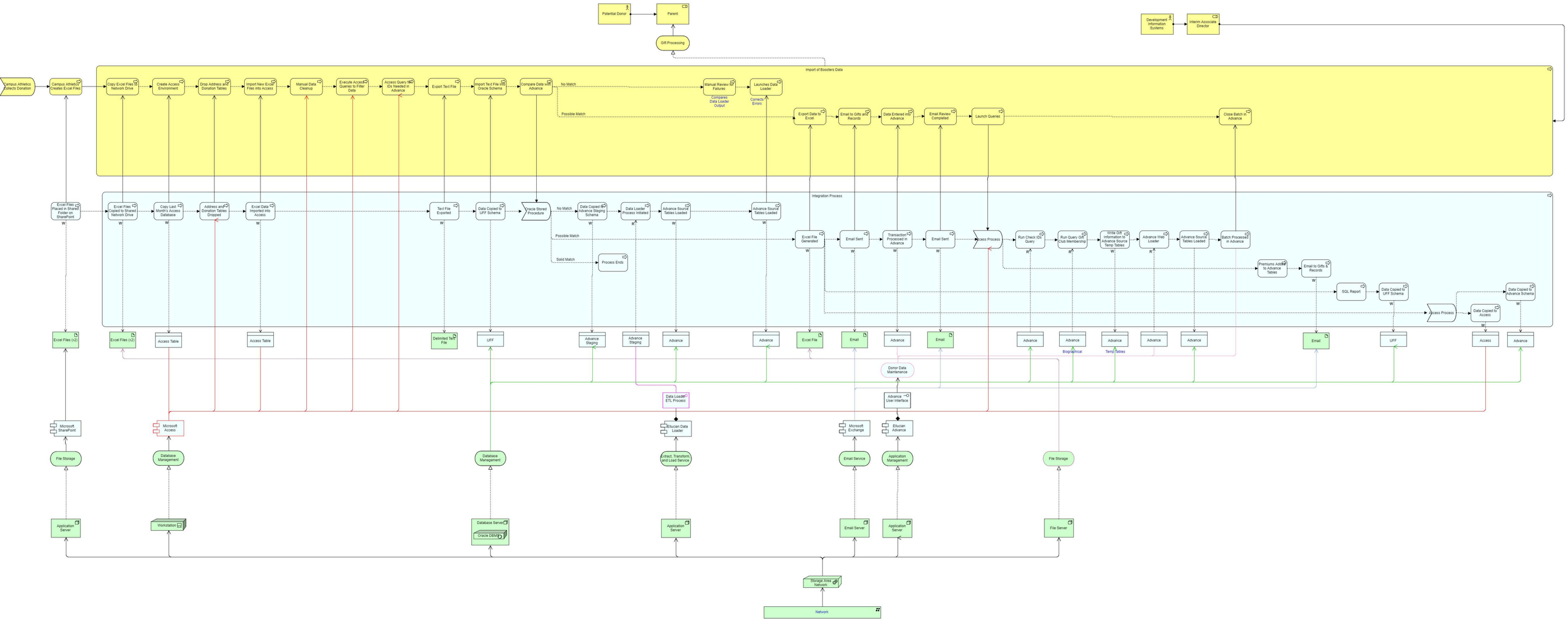
Boosters

Fundraising Reporting and Comprehensive View of the Donor.



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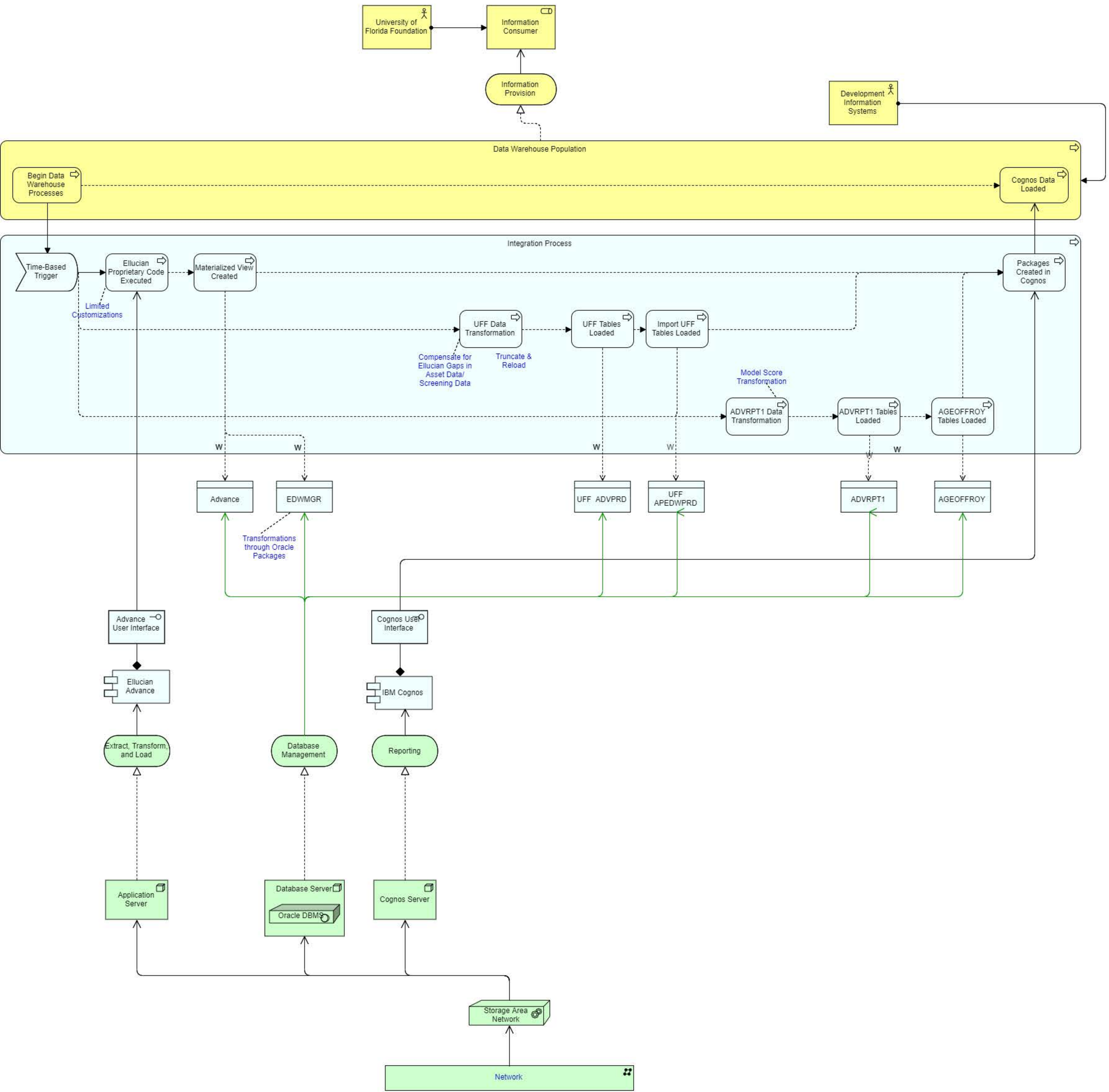
Data Warehouse

Oracle database contains the Advance, EDWMGR, UFF, AGEOFFROY schemas. Ad Hoc queries go against APEDWPRD.



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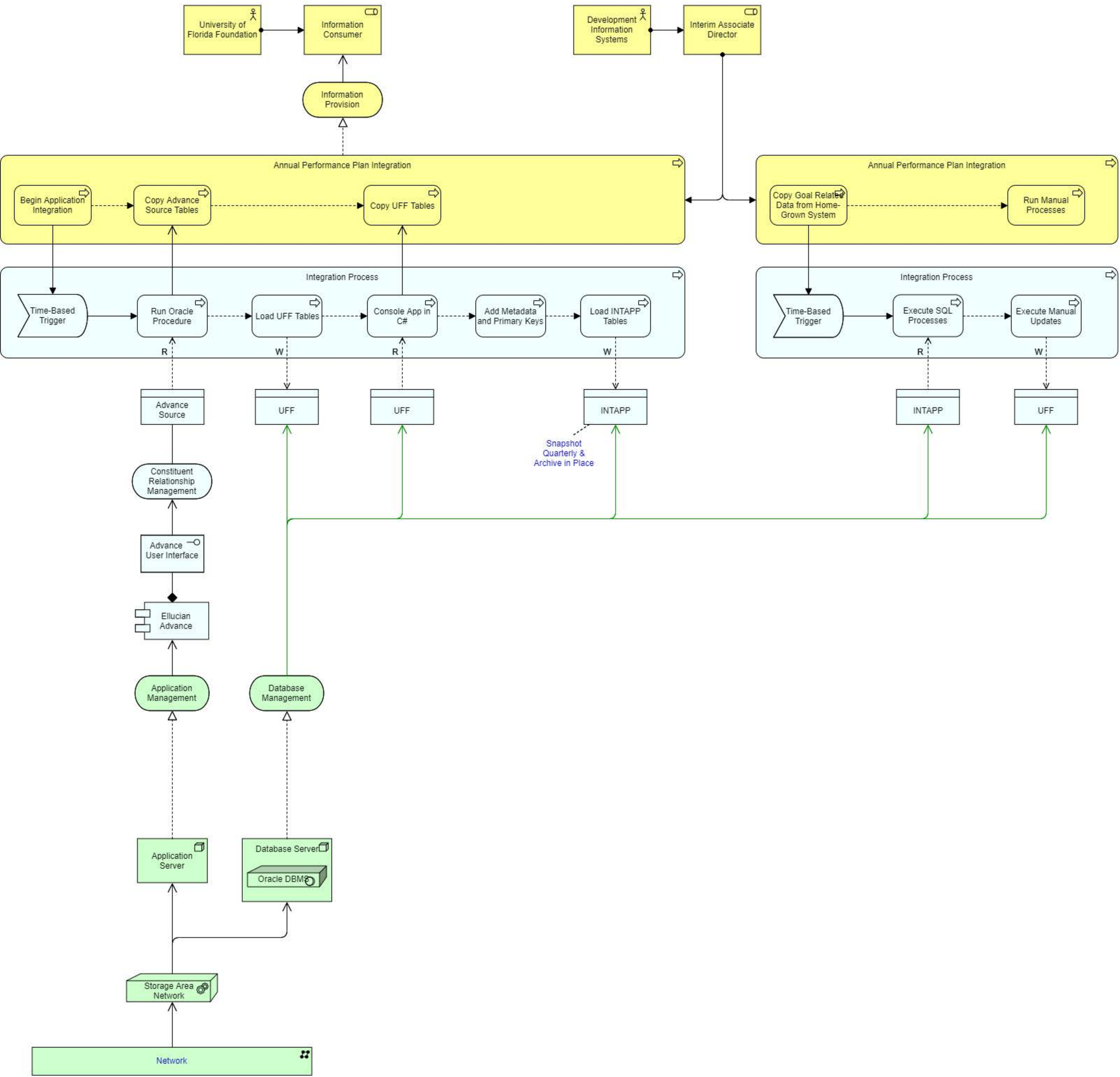
Annual Performance Plan Integration

Pain Point is not knowing if data is updated between systems.



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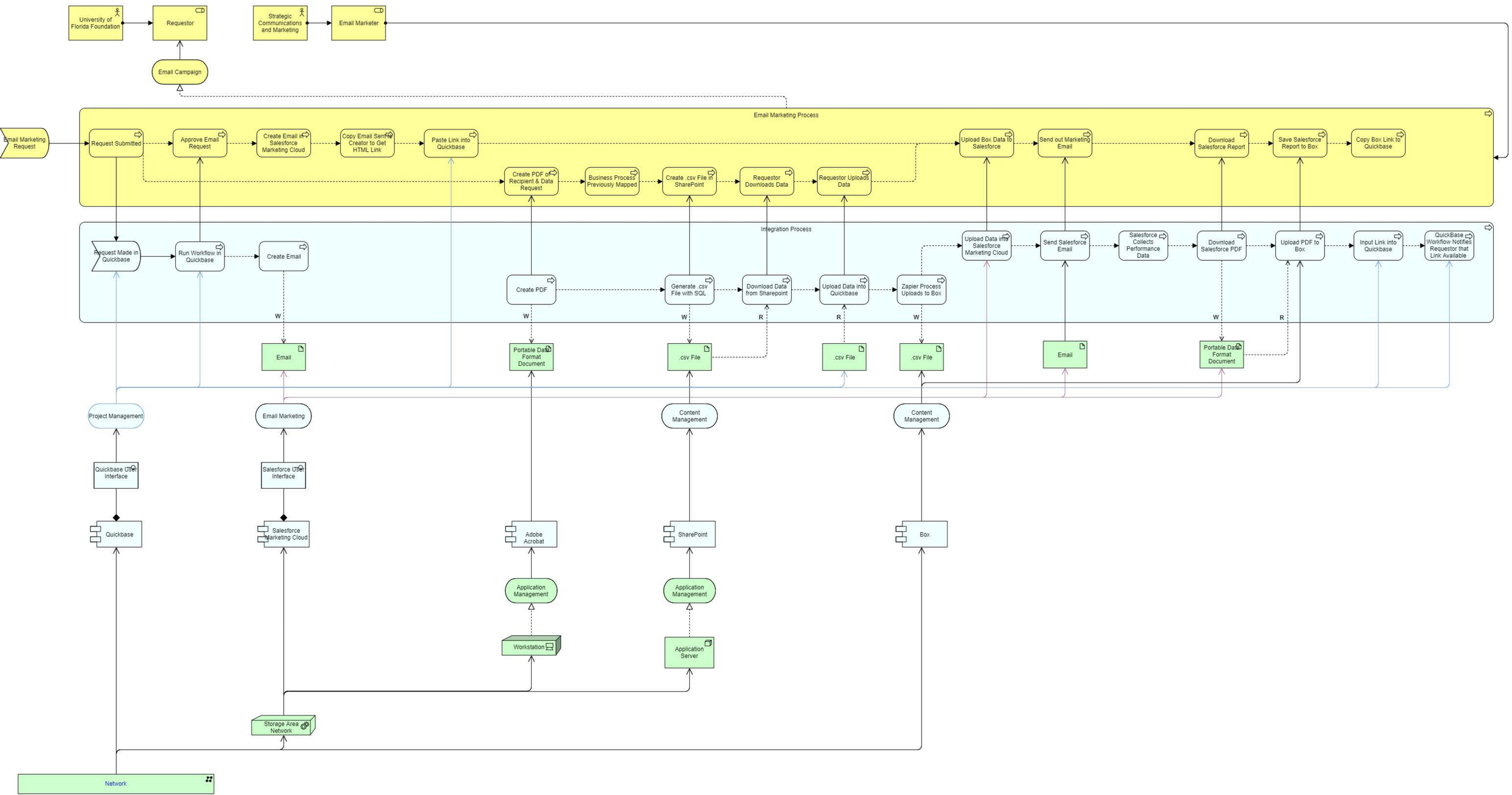
Email Marketing - Salesforce Marketing Cloud

NOTE: There is no connection between the data request and the email request.



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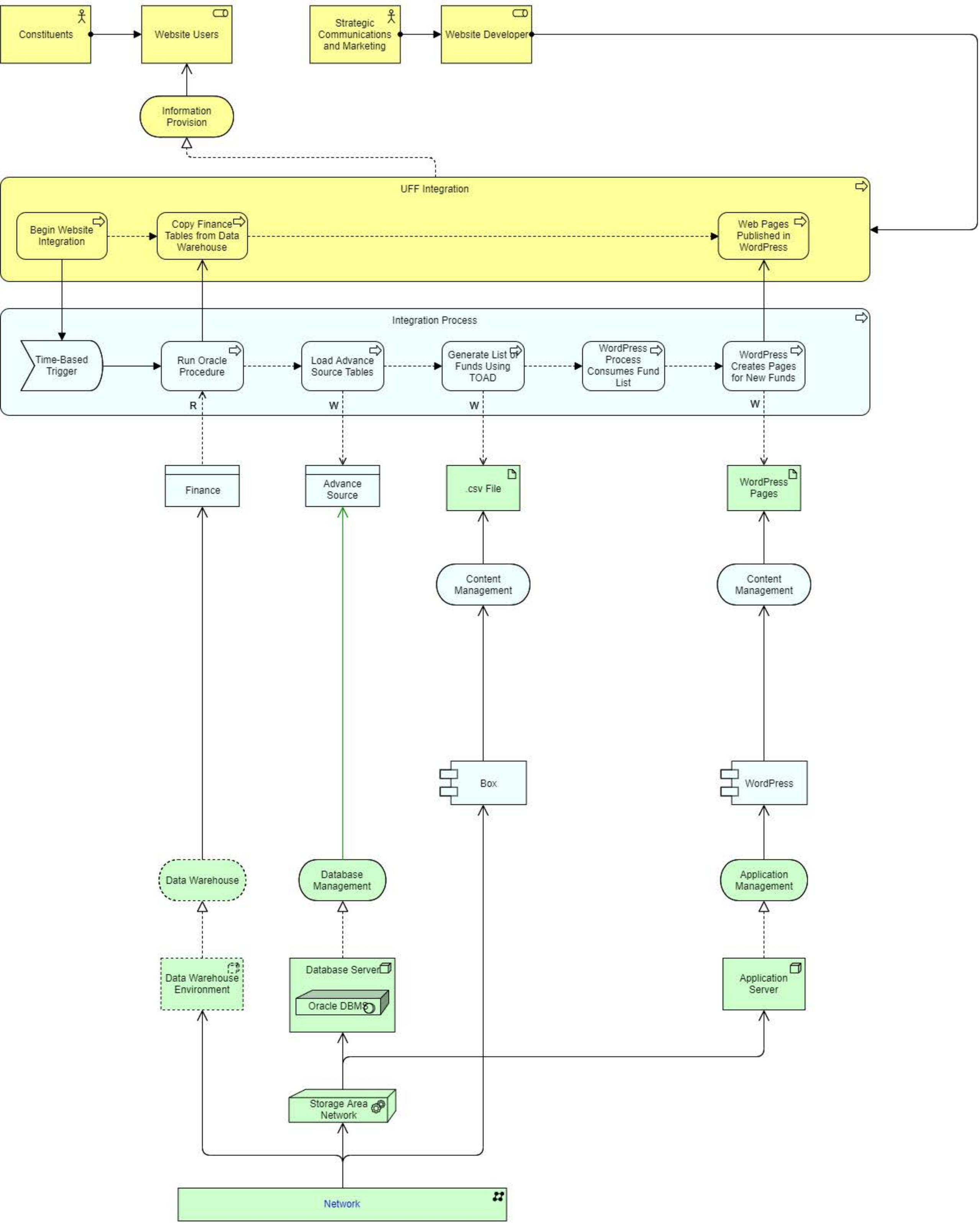

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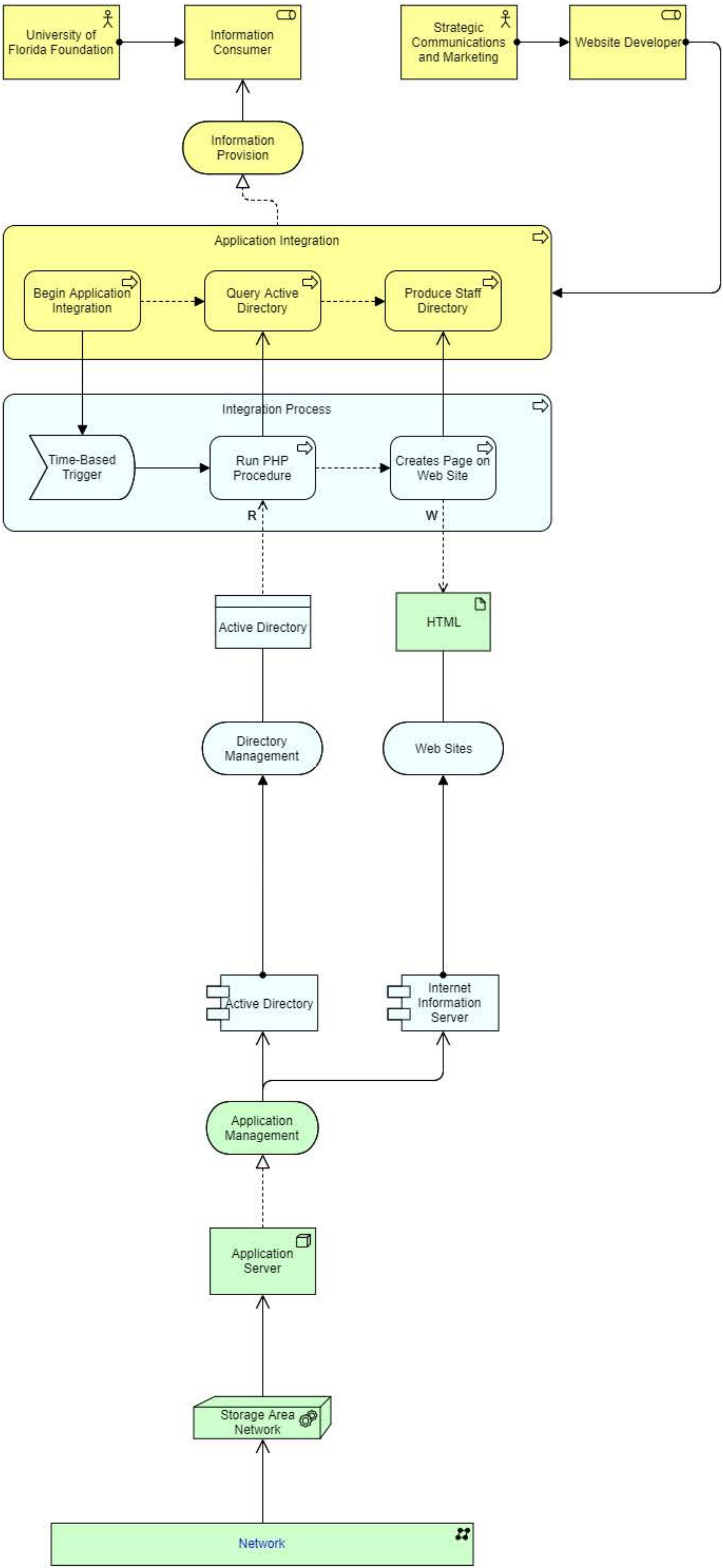
UFF Website - Staff Directory

PHP code separates individuals into organizations for display on the Web site.



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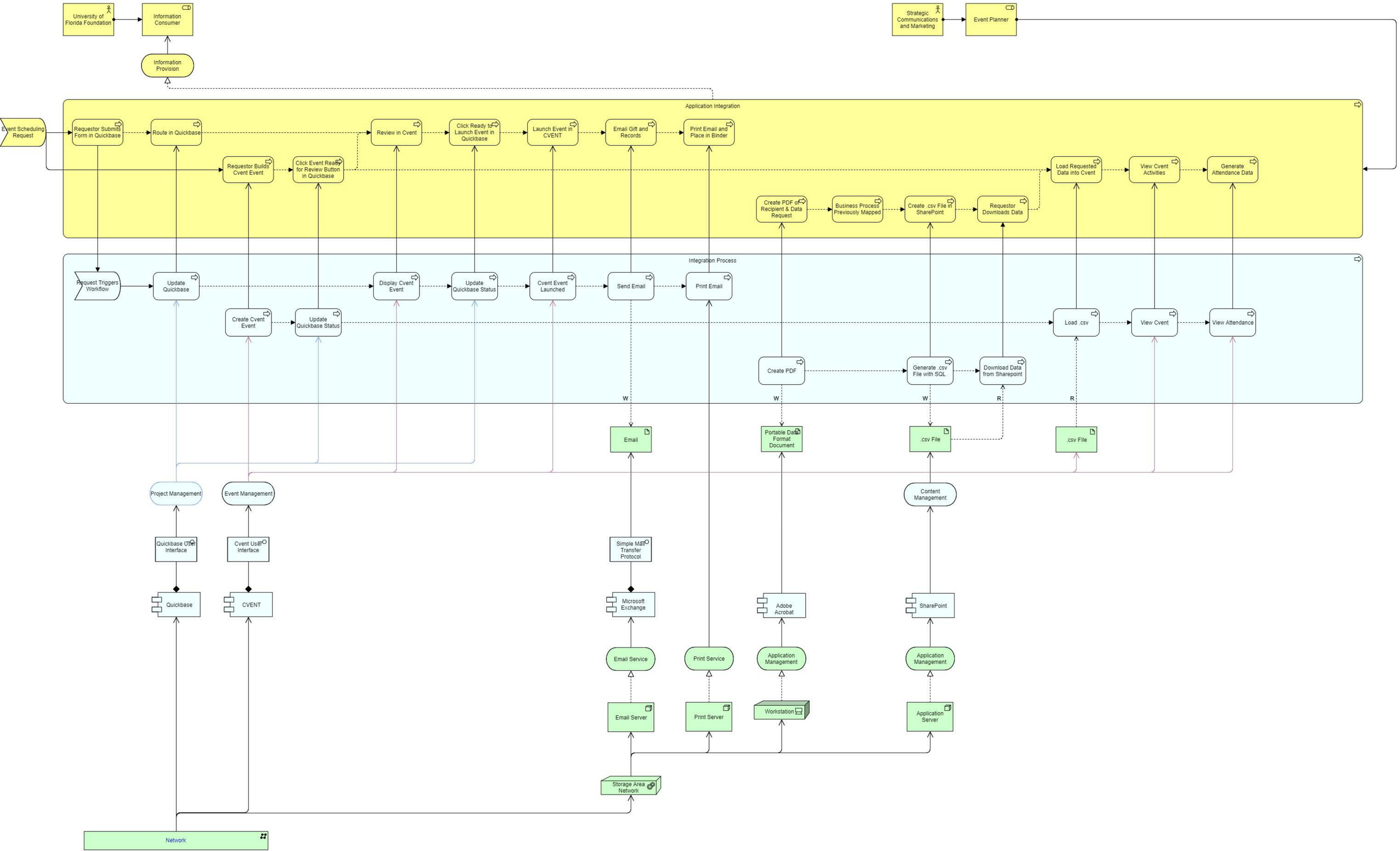
Cvent



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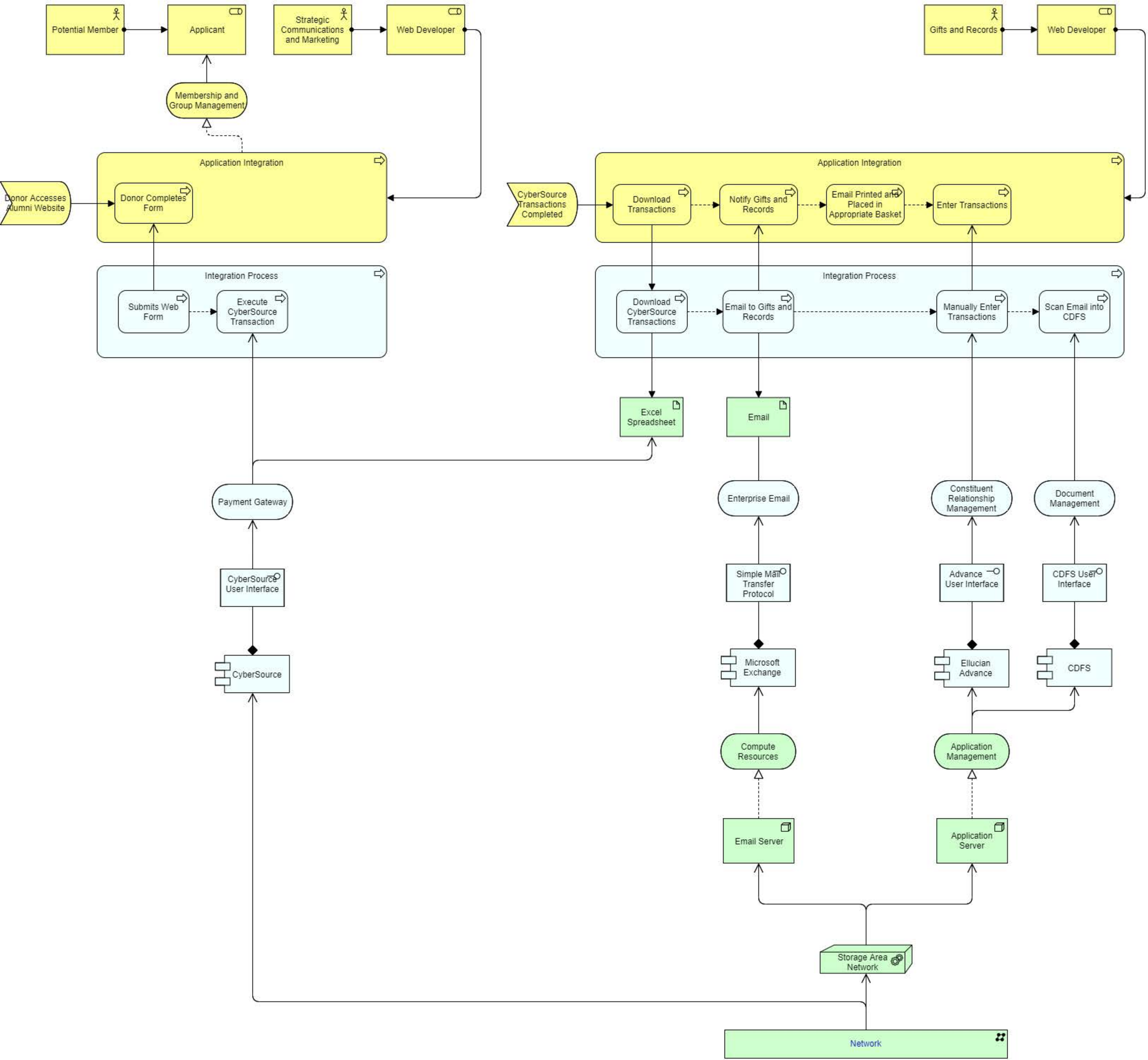
Online Giving -- Memberships



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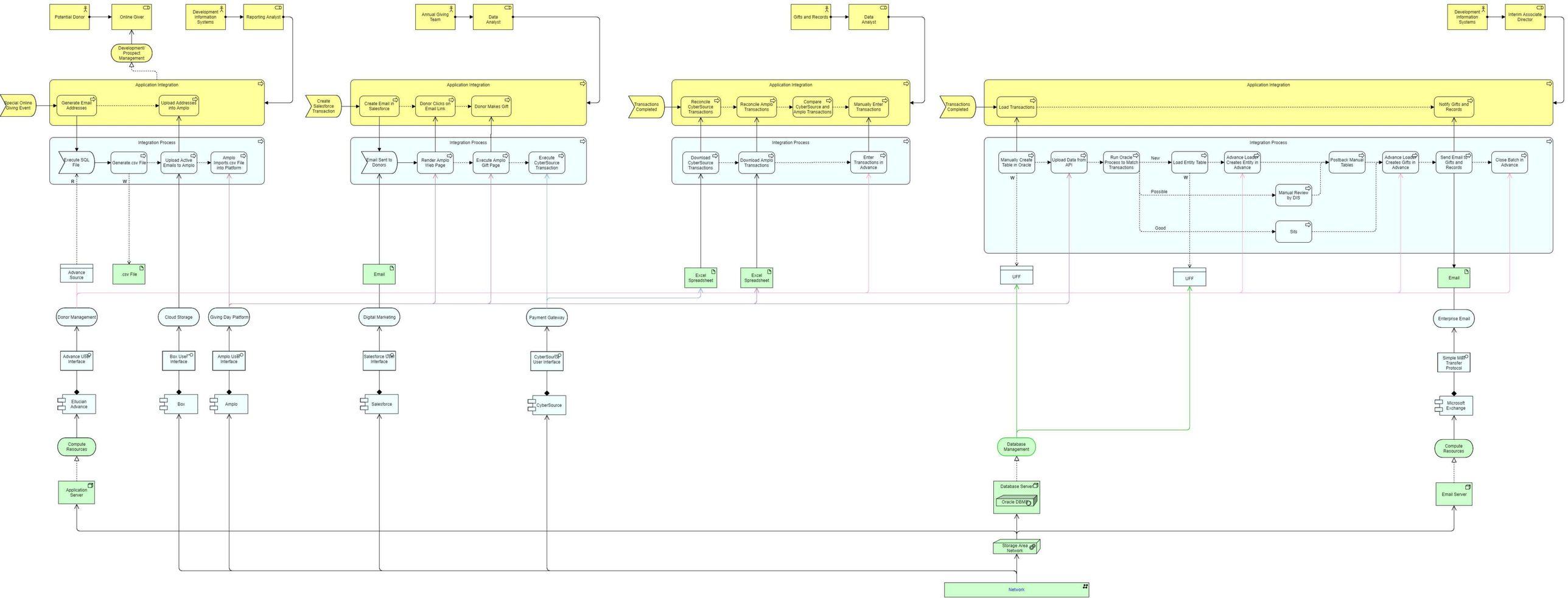
Online Giving - Special



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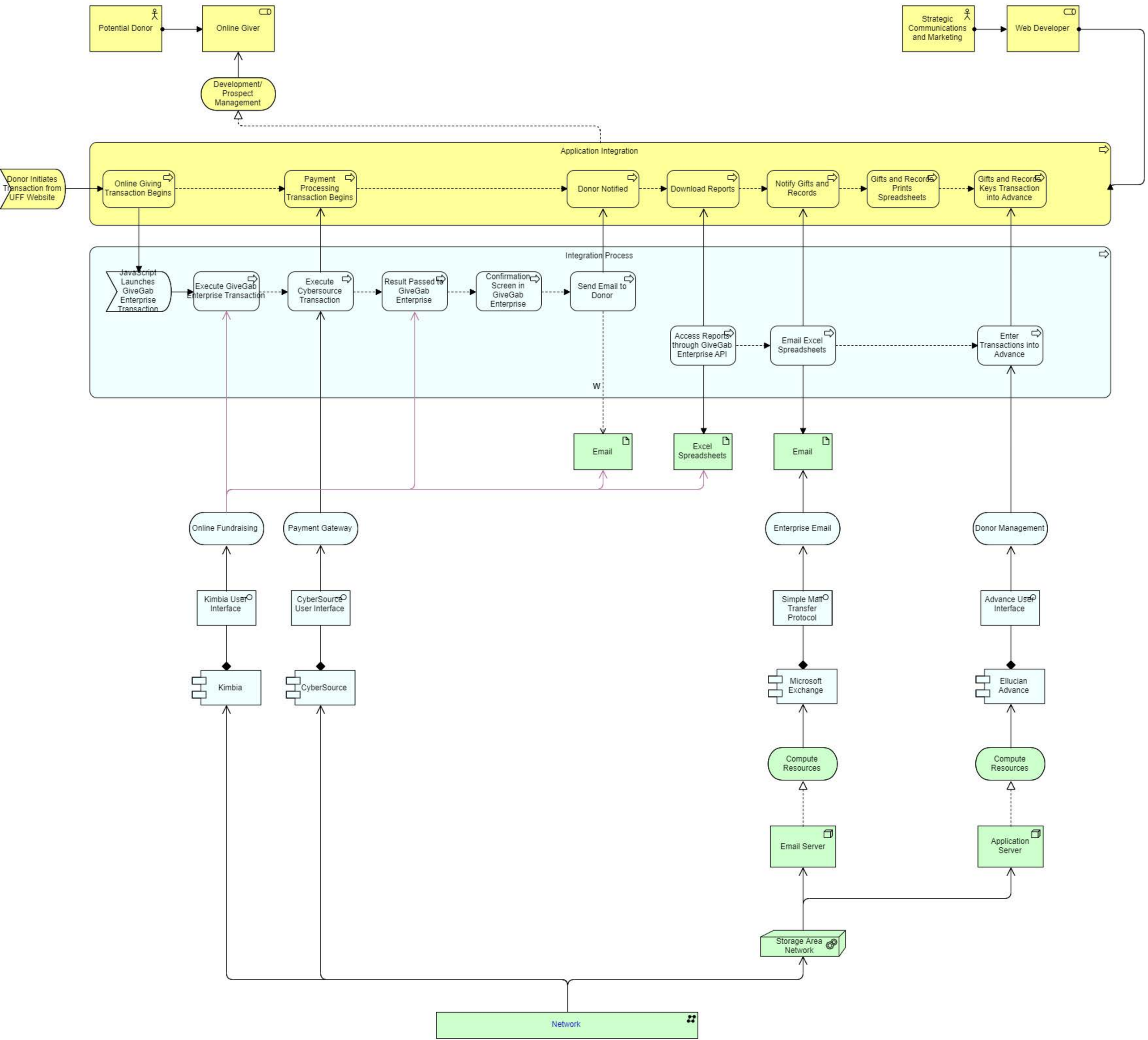
13 December 2019

Online Giving - Standard