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CFA College Fair Export Column Layout Fall 2013

ColumnLabel	Description	Column Order	Category	New for Fall 2013
ScanDateTime	Indicates the date and time of the scanned record	1	EventRelated	
AssetNum	Internal number used by College Fair Automation	2	EventRelated	
AttendeeID	Student/Parent barcode number	3	EventRelated	
FirstName	Student/Parent first name	4	Demographic Info	
MiddleName	Student/Parent middle name	5	Demographic Info	
LastName	Student/Parent last name	6	Demographic Info	
Address1	Student/Parent address 1	7	Demographic Info	
Address2	Student/Parent address 2	8	Demographic Info	
City	Student/Parent city	9	Demographic Info	
Borough	Student/Parent borough	10	Demographic Info	
County	Student/Parent county	11	Demographic Info	
State	Student/Parent state	12	Demographic Info	
Zip	Student/Parent zip code	13	Demographic Info	
Country	Student/Parent country	14	Demographic Info	
Gender	Student gender	15	PersonalInfo	
BirthDate	Student birth date	16	PersonalInfo	
SSN	Student social security number	17	PersonalInfo	
Ethnicity	Student ethnicity	18	PersonalInfo	
Citizenship	Student citizenship	19	PersonalInfo	
Religion	Student religion	20	PersonalInfo	
HomePhone	Student/Parent home phone	21	ContactInfo	
CellPhone	Student cell phone	22	ContactInfo	
TextOK	Student agrees to receive text messages	23	ContactInfo	
Email	Student/Parent Email	24	ContactInfo	
AcademicInterestCD1	1st academic interest code College Board	25	StudyInterests	
AcademicInterestCD1ACT	1st academic interest code ACT	26	StudyInterests	
AcademicInterest1	1st academic interest text	27	StudyInterests	
AcademicInterestCD2	2nd academic interest code College Board	28	StudyInterests	
AcademicInterestCD2ACT	2nd academic interest code ACT	29	StudyInterests	
AcademicInterest2	2nd academic interest text	30	StudyInterests	
AcademicInterest3	3rd acedemic interest text	31	StudyInterests	
ExtracurricularActivity	Student extra curricular activities	32	StudyInterests	
IntendedMajor	Student intended major	33	StudyInterests	
OtherInterests	Student other interests	34	StudyInterests	
CareerObjective	Student Career objective	35	StudyInterests	
SchoolName	Student high school name	36	HighSchoolInfo	
CEEBCode	Student high school CEEB code	37	HighSchoolInfo	
SchoolCity	Student high school city	38	HighSchoolInfo	
HSGradStatus	Student high school graduation status	39	HighSchoolInfo	
HSGradYear	Student high school graduation year	40	HighSchoolInfo	
GPA	Student GPA	41	HighSchoolInfo	
ACTEnglish	ACT score - english	42	HighSchoolInfo	
ACTMath	ACT score - math	43	HighSchoolInfo	
ACTComposite	ACT score - composite	44	HighSchoolInfo	
SATEnglish	SAT score - english	45	HighSchoolInfo	
SATMath	SAT score - math	46	HighSchoolInfo	
SATComposite	SAT score - composite	47	HighSchoolInfo	
SAT_ACTScores	Either complete SAT or ACT score	48	HighSchoolInfo	
StartingTerm	Starting college - semester / year (example: fall 2013)	49	StartCollege	
FreshmanTransfer	Student will be a freshman or transfer student	50	StartCollege	
ParentsGrad	Did parent(s) graduate from college	51	ParentalInfo	
Parent	Indicates the scan was of the student's parent	52	ParentalInfo	
ParentOfStudent	Is a parent of (first and last name of student)	53	ParentalInfo	
PreferredName	Name on the Admittance Pass If different than first / last name	54	Demographic Info	
CurrentGrade	Current grade of student	55	HighSchoolInfo	
ClassRank	Acedemic class rank	56	HighSchoolInfo	
TransferFrom	If transfer student, where from	57	PersonalInfo	
LastCompletedSemester	If transfer student, what was last completed semester	58	PersonalInfo	

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SocialMediaLink	Facebook or other social media link	59	ContactInfo	
CanMessage	Ok to contact via Facebook or other social media link	60	ContactInfo	
VarsitySport	High School varsity sport	61	HighSchoolInfo	
SchoolSetting	Preference for school setting	62	CollegePreference	
SchoolSize	Preference for school Size	63	CollegePreference	
SchoolInOutOfState	Preference for in state or out of state school	64	CollegePreference	
DrivingTime	Preference driving time to school	65	CollegePreference	
RateSchoolSetting	Rating for School Setting (1 Most important - 4 Least important)	66	CollegePreference	
RateSchoolSize	Rating for School Size (1 Most important - 4 Least important)	67	CollegePreference	
RateSchoolInOutOfState	Rating for School InOutOfState (1 Most important - 4 Least important)	68	CollegePreference	
RateDrivingTime	Rating for School Driving Time (1 Most important - 4 Least important)	69	CollegePreference	
ParentSiblingAttendCollege	Have parents or siblings attended college	70	ParentalInfo	
ParentSiblingCollege	If parents or siblings attended college, which one(s)	71	ParentalInfo	
AttendeeType	Attendee current status	72	PersonalInfo	
DegreeProgram	Degree program interested in	73	PersonalInfo	
EducationLevel	Highest level of education completed	74	PersonalInfo	
GRE_GMATScore	GRE/GMAT score	75	HighSchoolInfo	
Priority	Lead Ranking (0 = Cold | 1 = Medium | 2 = Hot | Empty = Not Ranked)	76	Mobile App Only	x
Notes	Rep Insights (Notes) as entered on site by your rep	77	Mobile App Only	x
EventName	Event Name as selected by rep on site	78	Mobile App Only	x
EventCity	Event City as selected by rep on site	79	Mobile App Only	x
EventState	Event State as selected by rep on site	80	Mobile App Only	x
EventLocation	Event Location (Venue) as selected by rep on site	81	Mobile App Only	x
EventStartDate	Event Start Date as selected by rep on site	82	Mobile App Only	x
EventEndDate	Event End Date as selected by rep on site	83	Mobile App Only	x
MNSIsMove	'Y' if new move, blank if not a move	84	MailListVerification	
MNSNOSEND	NCOALink Undeliverable Code (See Note 1)	85	MailListVerification	
MNSADD1	New primary address or standardized original address	86	MailListVerification	
MNSADD2	New secondary address or standardized original secondary address	87	MailListVerification	
MNSCITY	New city or standardized original city	88	MailListVerification	
MNSSTATE	New state or standardized original state	89	MailListVerification	
MNSZIP	New ZIP or original ZIP	90	MailListVerification	
MNSZIP4	New ZIP + 4 or standardized ZIP + 4	91	MailListVerification	
MNSDPBC	New DPBC or standardized DPBC	92	MailListVerification	
MNSCHKDIG	New check digit or standardized check digit	93	MailListVerification	
MNSCART	New CART or standardized CART	94	MailListVerification	
MNSLOT	New LOT code or standardized LOT	95	MailListVerification	
MNSLOTORD	New LOT order code or standardized LOT order code	96	MailListVerification	
MNSPURB	New PR urbanization or standardized PR urbanization	97	MailListVerification	
MNSMOVTYPE	New type (See Note 2)	98	MailListVerification	
MNSMOVEDT	New date (CCYYMM i.e. 199904)	99	MailListVerification	
MNSRETCODE	NCOALink Return Code (See Note 3)	100	MailListVerification	
MNSGRADE	Mail Grade (See Note 4)	101	MailListVerification	
MNSDMA	Field left blank with Move18 (See Note 5)	102	MailListVerification	
MNSLACS	LACSLINK Footnotes (See Note 6)	103	MailListVerification	
MNSDPV	DPV Return Code (See Note 7)	104	MailListVerification	
MNSCRMA	CRMA Flag (See Note 8)	105	MailListVerification	
MNSDPVFL	False Positive Flag (See Note 9)	106	MailListVerification	
MNSDPVFN	DPV Footnotes (See Note 10)	107	MailListVerification	
MNSSTEFN	SuiteLINK Footnotes (See Note 11)	108	MailListVerification	

NOTES To CFA Data Layout
Note 1 (Undeliverable Code)

F = foreign move (no new address available)
G = box closed (no new address available)
K = moved, left no forwarding address (no new address available)
P = probable move, however no new address is returned. The standardized address has been returned and may still be a forwardable.
Note 2 (Move Type)

I = individual move
F = family move
B = business move
Note 3 NCOALink Return Code (Formerly “Nixies”)

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Note 3 NCOALink Return Code (Formerly "Note")

Primary Return Codes - Codes that indicate either a high level of confidence of deliverability or nondeliverability.
A - COA Match - The Input record matched to a Business, Individual or Family Move and a New Address is provided. The Move Type and Move Effective Date are provided.
00 - No Match - The Input record did not match to the COA database. A New Address could not be furnished. Secondary Return Codes may be present.
01 – Match to Undeliverable: Foreign Move - The Input record matched to Business, Individual or Family COA record but the New Address was outside USPS delivery area. The Move Type and Move Effective Date are provided.

02 – Match to Undeliverable: Moved Left No Address (MLNA) - The Input record matched to a Business, Individual or Family COA record, but the Postal Customer did not file a Change of Address with the USPS so no New Address is available. The Move Type and Move Effective Date are provided.

03 – Match to Undeliverable: Box Closed No Order (BCNO) - The Input record matched to a Business, Individual or Family COA record which contains an old PO BOX address that has been closed without a forwarding address provided. The Move Type and Move Effective Date are provided.

05 - Found COA: New 11-digit DPBC is Ambiguous - The Input record matched to a business, individual, or family type master file record. The New Address on the master file record could not be converted to a deliverable address because the DPBC represents more than one delivery point. The Move Type and Move Effective Date are provided. A near certainty that the Individual on the Input record has actually moved.

14 - Found COA: New Address Would Not Convert at Run Time - The Input record matched to a master file (business, individual, or family type) record, but there was more than one possible New Address so none could be provided. The Move Type and Move Effective Date are provided. A near certainty that the Individual on the Input record has actually moved.

19 - Found COA: New Address Not ZIP + 4 Coded - There is a change of address on file but the New Address cannot be ZIP + 4 coded and therefore there is no 11-digit DPBC to store or return. The Move Type and Move Effective Date are provided. A near certainty that the Individual on the Input record has actually moved. Temporary records received from the “Katrina” affected areas are being included into the NCOALink data. Return code 19 does not provide a new address.

Match Qualifier Return Codes - Codes indicating a match to the COA file using some qualifying criteria. Typically records with these codes have a high level of confidence in deliverability.

91 - COA Match: Secondary Number Ignored on COA - The Input record was missing Secondary Address data and matched to a COA record that had a Secondary Address. The records successfully matched using Individual matching logic and COA Address information has been provided. The Move Type and Move Effective Date are provided.

92 - COA Match: Secondary Number Ignored on Input Address - The Input record contained Secondary Address data and matched to a COA record that did not have a Secondary Address. The records successfully matched using Individual matching logic and COA Address information has been provided. The Move Type and Move Effective Date are provided. Secondary Return Codes - Secondary Return Codes will be present when there was a match on name and address, but subsequent testing failed to yield an acceptable match, or a New Address could not be provided. The Secondary Return Codes indicate the condition that prevented COA information from being returned. Secondary Return Codes indicate that there may have been a Change of Address for the Input record so you may want to delete them from certain Mailings. For example, in the case of multiple COA records matching to an Input record, the chances are very high that one of the records is the correct match. That means that you probably do not want to send mail to that record, unless you are paying for Forwarding and/or are using ACS or one of the Ancillary Endorsements.

04 - Cannot match COA: Street Address with Secondary - The Input record matched to a Family record type. The old address contained Secondary information but the Input record did not. This address match situation requires individual name matching logic to obtain a match and individual names do not match. The Move Type and Move Effective Date are not returned. The chances are good that the Individual on the Input record has actually moved.

06 - Cannot Match COA: Multiple Matches: Middle Name Related – The Input record matched to more than one COA record and the middle names or initials on the COAs are different. Therefore, a single match result could not be determined. The Move Type and Move Effective Date are not returned. A near certainty that the Individual on the Input record has actually moved.

07 - Cannot Match COA: Multiple Matches: Gender Related – The Input record matched to more than one COA record and the genders of the names on the COAs are different. Therefore, a single match result could not be determined. The Move Type and Move Effective Date are not returned. A near certainty that the Individual on the Input record has actually moved.

08 - Cannot Match COA: Multiple Matches: Address Related - The Input record matched to more than one COA record and the New Addresses on the COAs are different. Since there is no way to know which New Address relates to the Input record, no New Address can be returned. The Move Type and Move Effective Date are not returned. A near certainty that the Individual on the Input record has actually moved.

09 - Cannot Match COA: Highrise Default - The Input record matched to a Family record type in a Highrise address ZIP + 4 coded to the building default. This address match situation requires individual name matching logic to obtain a match and individual names do not match. The Move Type and Move Effective Date are not returned. The chances are good that the Individual on the Input record has actually moved.

10 - Cannot Match COA: Rural Default - The Input record matched to a family record on the master file from a Rural Route or Highway Contract Route address ZIP + 4 coded to the route default. The address situation requires individual name matching logic to obtain a match and individual names do not match. The Move Type and Move Effective Date are not returned. The chances are fair that the Individual on the Input record has actually moved.

11 - Cannot Match COA: Individual Match: Insufficient COA Name for Match - There is a master file (Individual or Family type) record with the same surname and address but there is insufficient name information on the master file record to produce a match using individual matching logic. The Move Type and Move Effective Date are not returned. The chances are good that the Individual on the Input record has actually moved.

12 - Cannot Match COA: Middle Name Test Failed - The Input record matched to an Individual or Family record on the master file with the same address and surname. However, a match cannot be made because the input name contains a conflict with the middle name or initials on the master file record. The Move Type and Move Effective Date are not returned. The chances are good that the Individual on the Input record has actually moved.

13 - Cannot Match COA: Gender Test Failed - The Input record matched to a master file (Individual or Family type) record. A match cannot be made because the gender of the name on the Input record conflicts with the gender of the name on the master file record. The Move Type and Move Effective Date are not
returned. The chances are good that the Individual on the Input record has actually moved.

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15 - Cannot Match COA: Individual Name Insufficient - There is a master file record with the same address and surname. A match cannot be made because the Input record does not contain a first name or contains initials only. The Move Type and Move Effective Date are not returned. The chances are good that the Individual on the Input record has actually moved.

16 - Cannot Match COA: Secondary Number Discrepancy - The Input record matched to a street level Individual or Family type record. However, a match is prohibited based on one of the following reasons: 1) There is conflicting secondary information on the input and master file record; 2) the Input record contained secondary information and matched to a family record that does not contain secondary information. In item 2, this address match situation requires individual name matching logic to obtain a COA match and individual names do not match. The Move Type and Move Effective Date are not returned. The chances are fair that the Individual on the Input record has actually moved.

17 - Cannot Match COA: Other Insufficient Name - The Input record matched to an Individual or Family master file record. The input name is different or not sufficient enough to produce a match. The Move Type and Move Effective Date are not returned. The chances are fair that the Individual on the Input record has actually moved.

18 - Cannot Match COA: General Delivery - The Input record matched to a family record on the master file from a General Delivery address. This address situation requires individual name matching logic to obtain a match and the individual names do not match. The Move Type and Move Effective Date are not returned. The chances are fair that the Individual on the Input record has actually moved.

20 - Cannot Match COA: Conflicting Directions after Re-chaining - Multiple master file records were potential matches for the Input record. The master file records contained different New Addresses and a single match result could not be determined. The Move Type and Move Effective Date are not returned. A
near certainty that the Individual on the Input record has actually moved.

66 - Daily Delete - The Input record matched to a Business, Individual or Family type master file record with an old address that is present in the daily delete file. The presence of an address in the daily delete file means that a COA with this address is pending deletion from the master file and that no mail may be forwardable from this address. The Move Type and Move Effective Date are not returned. The chances are low that the Individual on the Input record has actually moved.

Note 4 - Mail Grade (indicator of the deliverability of a mail-piece to its intended recipient) ---------
---
A = This is an accurate, mail-able address
B = Record is probably deliverable
C = This record may or may not be deliverable
F = This record is undeliverable. Do not Mail
The Mail Grade ranks each record according to the accuracy of the recipient and address data. Mailers can use the score as a guide to making decisions about mailing or maintaining a record.

Note 5

Some data elements are not provided with the Move18 service. These fields have been left blank in order to provide layout compatibility with our Move48 product.

Note 6 (LACSLINK Footnotes)

Y = LACSLINK record match; new address returned
N = The input address could not be matched to LACSLINK or a match was found but the new address could not be built
S = LACSLINK record match after secondary number was dropped from input records

Note 7 (DPV Return Code)

D = valid primary (or RR) number; secondary number (or RR box) missing on input
M = unable to resolve multiple match condition
N = no delivery point validation
S = valid primary (or RR) number; secondary number (or RR box) present but not confirmed
Y = delivery point validated; primary number valid and secondary number (if present) valid
Blank = address not presented to DPV table

Note 8 (CRMA Flag)

N = address is not for a CMRA
Y = address is for a CMRA
blank = address not presented for CMRA lookup (only those with a return code of D, S, or Y will do a CMRA lookup)

Note 9 - DPV False Positive

N = not false
Y = false
blank = address not presented for f/p lookup (only those with a return code of N will do a false/positive lookup)

Note 10 - DPV Footnotes

AA - input address matched to the ZIP + 4 file
A1 - input address not matched to the ZIP + 4 file
BB - input address matched to DPV (all components)
CC - input address primary number matched to DPV but secondary number present but not valid
F1 - Military
G1 - General DeliveryDoCmd.OpenReport "rptJewelBoxLbl", acViewNormal, , "MasonOrderID = '"
N1 - input address primary number matched to DPV but high-rise address missing secondary number
M1 - input address primary number missing
M3 - input address primary number invalid

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NL - NCOALink move address cannot be DPV confirmed (occurs because the NCOAlink directories are updated more frequently than the DPV directories)
P1 - input address missing PO, RR or HC box number
P3 - Input address is invalid PO, RR, or HC number
RR - input address matched to CMRA
R1 - input address matched to CMRA but secondary number not present
U1 - Unique

Note 11 - SuiteLINK

A - record match; secondary information exists and was assigned to this record as a result of SuiteLink processing
00 - no match—lookup was attempted but no matching record could be found
Blank - lookup was not attempted because one of the following was true:
The address was not a highrise default according to CASS
The address did not contain a firm

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