



ENGAGE ATR Programs - Student Referrals - File Instructions

This document is Exhibit A referenced in the Data Sharing Agreement (DSA)

Instructions

Graduation Alliance (GA) prefers to receive comma-delimited CSV files uploaded to our secure file sharing site [as a starting point](#) for new partners.

Actual volume over time and each party's technical capabilities will determine whether API or web service integration will be performed (note this may require additional expense).

Please contact your GA account representative for access to our secure file sharing site. We can create as many login accounts as necessary.

Our secure file sharing site also supports most popular [FTP clients](#).

Our data specification requires one row per student, each designated by the student's unique State Student ID. The ID may be in any alphanumeric format.

While GA will make commercially-reasonable efforts to validate phone numbers and email addresses against Do Not Contact (DNC) databases, please do not include records which are known to your organization to be designated DNC.

Please make sure items marked in BLUE are included in your file—in particular, missing State Student ID's and invalid phone numbers are the most common reasons for records being sent back for correction, and causes subsequent delays in reaching students.

Additional Details:

1. Please use the following file naming convention: "SY2020-21 [Institution Name] Engage Arizona Student Referrals [YYYY-MM-DD].csv", where [Institution Name] is the name of your academic institution and [YYYY-MM-DD] indicates the snapshot date of the data.
2. To maintain the integrity of the data, the files should be text-qualified, comma-delimited CSV files (preferably UTF-8 encoded). Please use the double-quote character (") as the text qualifier and as the escape character, when necessary.
3. Please provide only a single file with ALL students combined, one record per student.
4. Please upload the file directly into your home folder on our SFTP site.

Standard Student/Recruit Enrollment File

FROM CUSTOMER (Mandatory fields in BLUE BOLD)***	Column	Example Data	Type	Definition
State_Student_ID	A	634625123484	Identity	The student's state-level unique identifier.
District_Student_ID	B	A100234567	Identity	The student's district-level unique identifier.
Last_Name	C	Merlast	Identity	The student's surname or family name.
First_Name	D	Alexander Andrew	Identity	The student's given name(s).
Home_Language_Preference	E	Spanish	Demographic	The student's family home language preference. Text field—blank values are assumed to be "English". Textual descriptions are preferred over language codes (e.g., enter "English" rather than "EN" or "ENG").
District_Race	F	Native American	Demographic	Text field - if using non-obvious codes please provide a separate list of values
District_Ethnicity	G	Not Hispanic	Demographic	Text field - if using non-obvious codes please provide a separate list of values
Birthdate	H	8/1/2006	Demographic	The student's birthdate, formatted as m/d/yyyy.
Grade_Level	I	9	Demographic	The student's current grade level, formatted as a number. (e.g., enter "9" rather than "9th" or "Grade 9").
Primary_Phone	J	801-333-4444	Contact	The student's primary phone number for outreach (e.g., home phone number). Do Not Call/Contact numbers are not allowed. 10-Digit phone numbers are required (with the area code). Only include one phone number in this field—do NOT enter multiple phone numbers.
Secondary_Phone	K	801-555-1234	Contact	The student's secondary phone number for outreach (e.g., mobile phone number). Do Not Call/Contact numbers are not allowed. 10-Digit phone numbers are required (with the area code). Only include one phone number in this field.
Primary_Email	L	alexmerl78@something.com	Contact	The student's primary email address (e.g., personal email address). Do Not Contact/Unsubscribed emails are not allowed. Only include one email address in this field.
Secondary_Email	M	amerlast@somethingelse.com	Contact	The student's secondary email address (e.g., institution email address). Do Not Contact/Unsubscribed emails are not allowed. Only include one email address in this field.
Mailing_Address_Street	N	310 S Main St 12th Floor	Contact	The street portion of the student's mailing address. Do Not include city, state and/or zip code data. Please include any applicable apartment numbers.
Mailing_Address_City	O	Salt Lake City	Contact	The city portion of the student's mailing address.
Mailing_Address_State	P	UT	Contact	The state portion of the student's mailing address. Two-character postal code is preferred (e.g., enter "UT" rather than "Utah").
Mailing_Address_Zip_Code	Q	84101	Contact	The zip code portion of the student's mailing address. ZIP+4 format is preferred, however ZIP is acceptable.
Parent_Guardian_Name_(Contact_1)	R	John Smith	Contact	The name of the first additional contact for student outreach (e.g., the name of a parent or legal guardian). Only include one contact in this field.
Parent_Guardian_Phone	S	801-333-4444	Contact	The primary phone number of the first additional contact for student outreach (e.g., the primary phone number of the specified parent or legal guardian). 10-Digit phone numbers are required (with the area code). Only include one phone number in this field—do NOT enter multiple phone numbers.
Parent_Guardian_Email	T	jsmith@somethingelse.com	Contact	The primary email address of the first additional contact for student outreach (e.g., the primary email address of the specified parent or legal guardian). Only include one email address in this field.

Standard Student/Recruit Enrollment File

FROM CUSTOMER (Mandatory fields in BLUE BOLD)***	Column	Example Data	Type	Definition
Contact_2_Name	U	<i>Samantha Smith</i>	Contact	The name of the second additional contact for student outreach (e.g., the name of a second parent or legal guardian, or the name of an emergency contact for the student). Only include one contact in this field.
Contact_2_Phone	V	<i>801-333-4444</i>	Contact	The primary phone number of the second additional contact for student outreach (e.g., the primary phone number of a second parent or legal guardian, or the primary phone number of an emergency contact for the student). 10-Digit phone numbers are required (with the area code). Only include one phone number in this field—do NOT enter multiple phone numbers.
Contact_2_Email	W	<i>samsmith@anotherthing.com</i>	Contact	The primary email address of the second additional contact for student outreach (e.g., the primary email address of a second parent or legal guardian, or the primary email address of an emergency contact for the student). Only include one email address in this field.
Disengaged	X	<i>Yes</i>	Program	Yes/No field to determine if a student is classified as "disengaged" due to lack of attendance. If blank, assumed to be "no".
Student_Last_Attendance_Date	Y	<i>3/1/2021</i>	Program	The student's last known attendance date, formatted as m/d/yyyy.
School_Name	Z	<i>East High School</i>	Program	Name of the school within the district which student is registered to

*** Please do NOT change column order and do NOT exclude columns—if data is not available, leave the field blank while keeping the column header row intact.