

Virtual Events: Extract Data Dictionary

Introduction

Document purpose

This document sets out to describe the file/s structure and data definition provided by UCAS for downloading of the UCAS Discovery event leads. The supporting metadata highlighted within this document will accurately describe the data content of each file. Enabling the consumer of the data file to analyse or integrate the files with other datasets or services they own.

Scope

This document provides a definition of the UCAS' hosted virtual events data (for Discovery). The document will provide supporting information on *Lead report csv* file.

Document Overview

UCAS organises virtual events to help students explore a wide range of academic and career opportunities, bringing together students and higher education providers together. To enable further correspondence between students and providers, UCAS collates information captured during these events and makes that data available for download. This document describes those files and will help guide the interpretation of the data held within them.

Version Control

Version	Date	Description	Author
1.0	27/05/2021	Initial Version	MT
2.0	17/6/2021	File Encoding Added	MT/JA
3.0	30/6/2021	Overview of data files updated	JA
4.0	29/09/2021	Update to events covered	JA

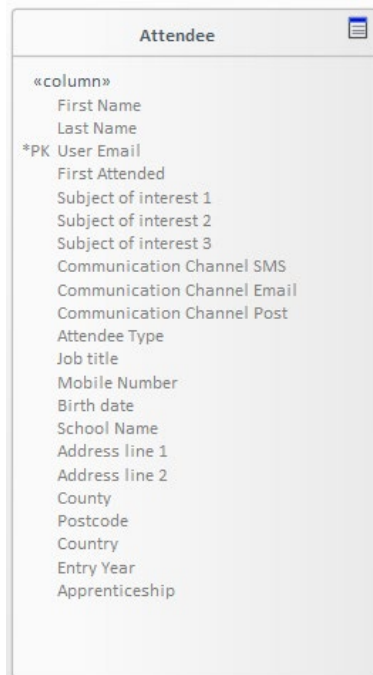
Data structure

Overview of Data files

Virtual Event data will be provided in a single file to describe the following entities and their relationships:

- Attendees of an event, Parents, Advisors and Students
- Personal information
- School information
- Communication channel
- Interests in further education
- Date Added (replaces First Attended)

The diagram below shows the above entities and their relationships – please note that First Attended will now appear as Date Added.



Files Supplied

The extract will consist of the following CSV files:

- lead-[providerID]-[dd-mm-yy].csv

*providerID is the UCAS ID associated with the provider/exhibitor generating the report
dd-mm-yy is the date the report was first generated.*

File Encoding

The lead downloads are formatted in a comma-separated-value (CSV) format compatible with Microsoft Excel. In addition, the files are encoded in UTF-8 so that any extended/foreign characters can be included where they have been collected during registration. Microsoft Excel should open these files correctly without any intervention, but if any characters appear wrong or if using another software package, it may be necessary to explicitly select the UTF-8 encoding when reading the file.

Having opened the file, you will also need to view the text in a font which includes all the loaded characters, otherwise some characters may be missing. On the Windows/Office platform the Arial Unicode MS is a suitable font.

File Details

The contents of the data files are described in detail in the following tables below.

Attendee.csv

The csv file contains all attendees, for a given exhibitor (this will be automatically set when downloading the files).

Ordinal Position	Field Name	Description	Data Type	Length	Notes
1	First Name	Attendee's first name	string	100	
2	Last Name	Attendee's last name	string	100	
3	User Email	Attendee's contact email address	string	100	Business Key or Unique Identifier
4	Date Added	Date the attendee was added to the dataset.	string	100	
5	Subject of interest 1	Subject the student is interested in. The attendee has the option to complete 3 areas of interest. <i>Only applicable for Attendee Type of Students and Parents</i>	string	100	
6	Subject of interest 2	Subject the student is interested in. The attendee has the option to complete 3 areas of interest. <i>Only applicable for Attendee Type of Students and Parents</i>	string	100	
7	Subject of interest 3	Subject the student is interested in. The attendee has the option to complete 3 areas of interest. <i>Only applicable for Attendee Type of Students and Parents</i>	string	100	
8	Communication Channel SMS	Indicator by the attendee that they have agreed to be contacted by SMS (using the mobile number provided) for further information about course details and open days True = Opt in to be contacted through this channel False = Opt out from being contacted through this channel	Boolean		

9	Communication Channel Email	Indicator by the attendee that they have agreed to be contacted by email (using the email address provided) for further information about course details and open days True = Opt in to be contacted through this channel False = Opt out from being contacted through this channel	Boolean		
10	Communication Channel Post	Indicator by the attendee that they have agreed to be contact by post (using the postal address provided) for further information about course details and open days True = Opt in to be contact by this channel False = Opt out from being contacted through this channel	Boolean		
11	Attendee Type	Indicates the type of attendee that visited the exhibitor profile page i.e. Student, Advisor or Parent.	string	100	
12	Job title	The job title of an Advisor <i>Only applicable for Attendee Type of Advisor</i>	string	100	
13	Mobile Number	Contact telephone number of the attendee	string	100	
14	Birth date	The date of birth of the student. Only the month and year will be provided to enable an understanding of what school year the attendee is in. <i>Only applicable for Attendee Type of Students.</i>	date		Only Month and Year (YYYY – MM)
15	School Name	The name of the school the student attends or the school the Advisor works for. <i>Only applicable for Attendee Type of Students and Advisors.</i>	string	50	
16	Address line 1	First line of the attendee's contact address	string	100	
17	Address line 2	Second line of the attendee's contact address	string	100	
18	County	County of the attendee's contact address	string	100	

19	Postcode	Postcode of the attendee's contact address	string	100	
20	Country	Country of the attendee's contact address	string	100	
21	Entry Year	The year of entry that the student/parent's child plans to start their further/higher education.	integer		
22	Apprenticeship	Indicator by the student/parent whether they are interested in apprenticeships. True = Yes interested in apprenticeships False = Not interested in apprenticeships	Boolean		

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