

DART Golden Records: Constituent Quality and Contactability

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2025-02-17



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INTEGRATED DATA SERVICES
UNIVERSITY OF MICHIGAN

This dashboard measures the **quality** and **contactability** of **active individual** constituents in DART.

Constituents with a quality rating of **Gold** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address
- A valid primary phone number
- A complete birthdate
- A valid employment relationship

Constituents with a quality rating of **Silver** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address
- A valid primary phone number
- A complete birthdate

Constituents with a quality rating of **Bronze** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address

| | Gold | Silver | Bronze |
|-----------------------------------|------|--------|--------|
| Has First Name | ● | ● | ● |
| Has Last Name | ● | ● | ● |
| Has RHC Constituency | ● | ● | ● |
| Has Valid Primary Address | ● | ● | ● |
| Has Valid Primary Email | ● | ● | ● |
| Has Valid Primary Phone | ● | ● | ● |
| Has Complete Birthdate | ● | ● | ● |
| Has Valid Employment Relationship | ● | ● | ● |

Constituents not meeting these requirements are **Unrated**.

Contactability is measured as the number of valid primary pieces of contact information. Valid means it is not marked as "Do Not" mail/call/email. Contactability scores range from **0** to **3**.

With this dashboard, you can:

- Review overall active individual constituent quality and contactability
- Review constituent quality and contactability for a population of constituents (e.g., SCCU constituency)
- Compare the quality of multiple populations of constituents
- Review the quality and contactability of a particular constituent (by LID)

Coming soon: review constituent quality and contactability trends over time



Overall Quality and Contactability

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All Active Individuals **1,000,000** constituent:

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- A valid primary email address
- A valid primary phone number
- A complete birthdate
- A valid employment relationship

Constituents with a quality rating of **Silver** must have the following data elements on their record:

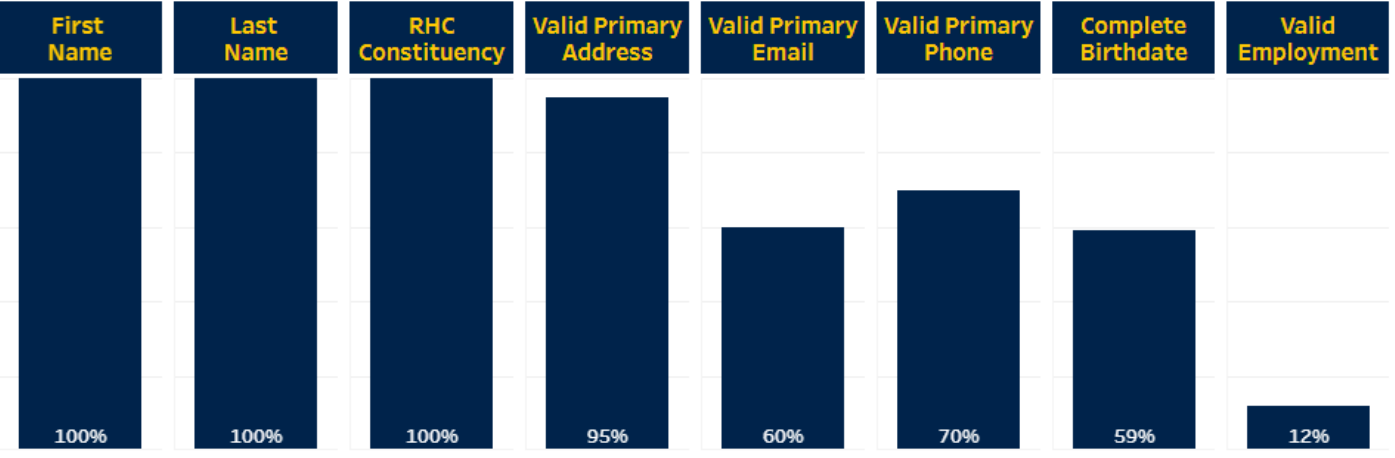
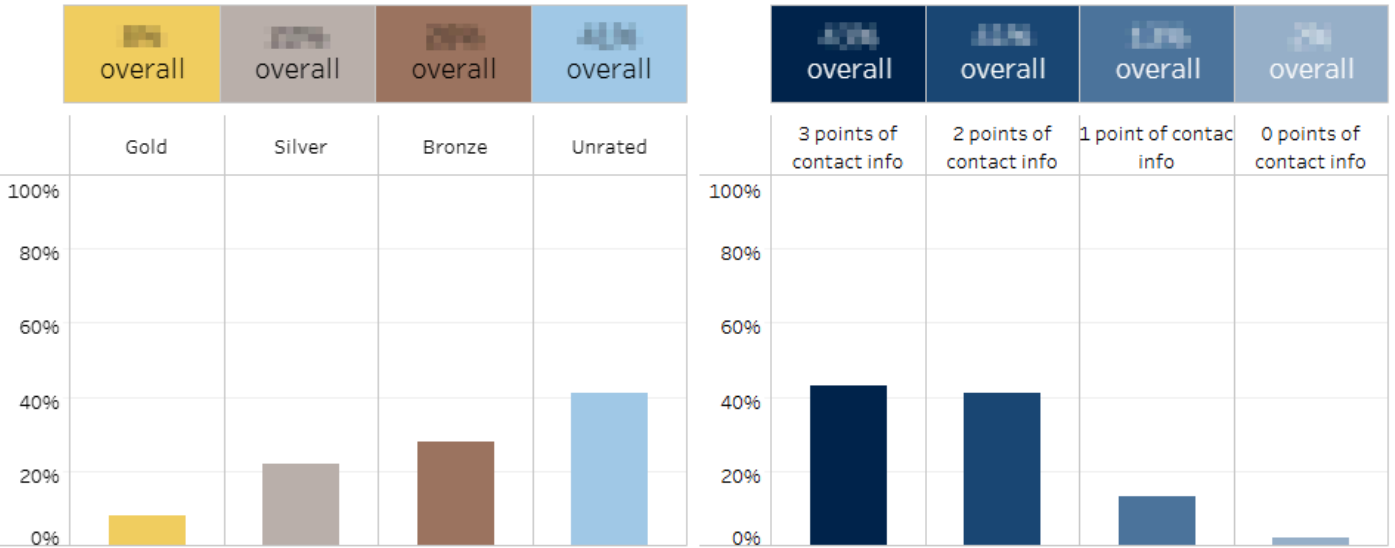
- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address
- A valid primary phone number
- A complete birthdate

Constituents with a quality rating of **Bronze** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address

Constituents not meeting these requirements are **Unrated**. Individual constituent records are not created unless the constituent has a full name and one contact information.

Valid contact information is contact information that is not marked as "Do Not" (Do Not Mail, Do Not Email, Do Not Call).



Population Quality

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Managed Prospect

11,171 constituents

The average constituent quality of the Managed Prospect population is higher than the overall population of active individuals.

Constituents with a quality rating of **Gold** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address
- A valid primary phone number
- A complete birthdate
- A valid employment relationship

Constituents with a quality rating of **Silver** must have the following data elements on their record:

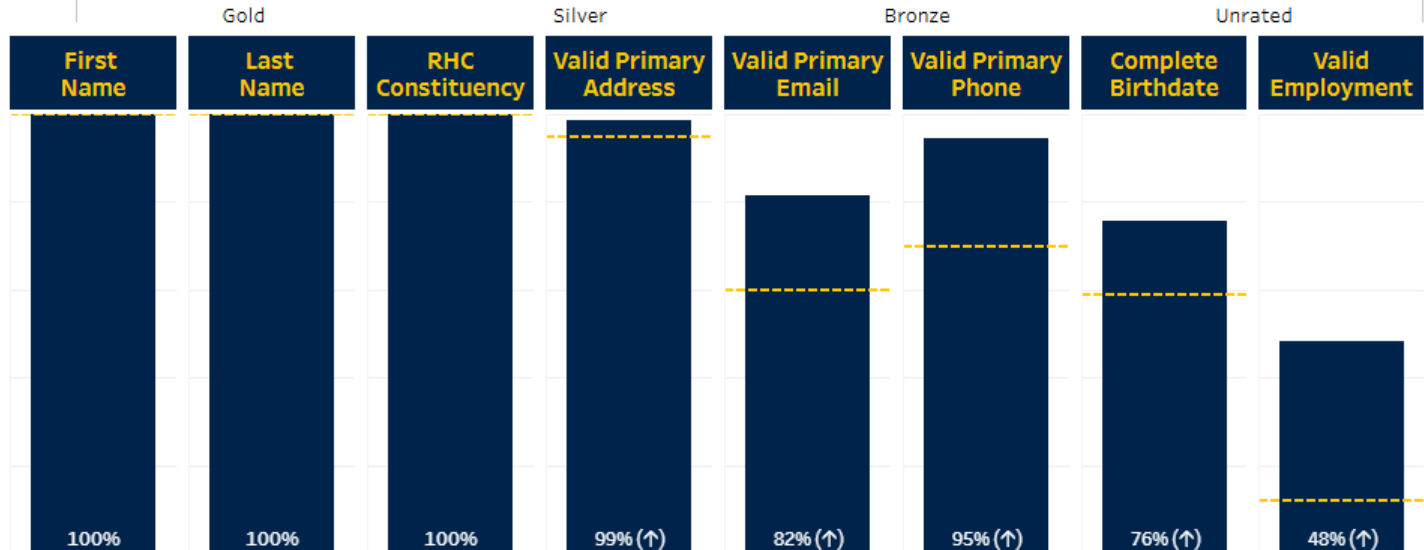
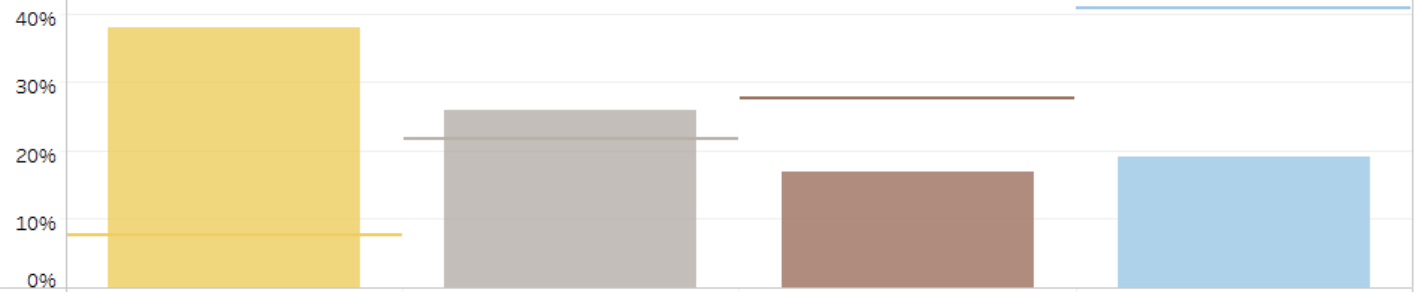
- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address
- A valid primary phone number
- A complete birthdate

Constituents with a quality rating of **Bronze** must have the following data elements on their record:

- A first and last name
- A Regent's hierarchical constituency
- A valid primary address
- A valid primary email address

Constituents not meeting these requirements are **Unrated**. Individual constituent records are not created unless the constituent has a full name and one contact information.

| Gold | Silver | Bronze | Unrated |
|-------------------|-------------------|-------------------|-------------------|
| 31% of population | 24% of population | 17% of population | 11% of population |
| 17% overall | 12% overall | 10% overall | 4% overall |



Population Contactability

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Managed Prospect 11,178 constituents

Proportion of Contactable Individuals

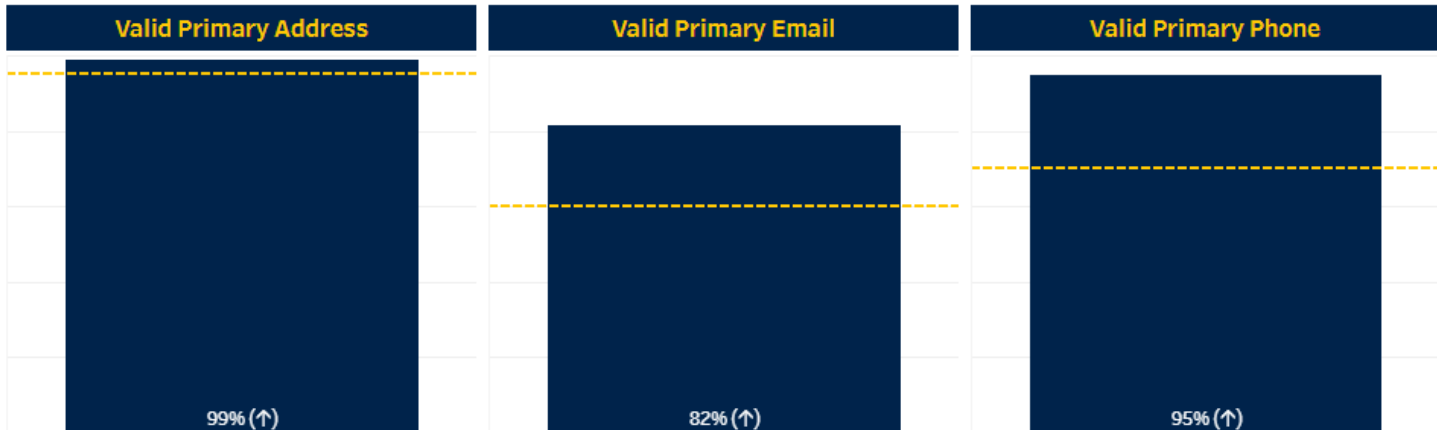
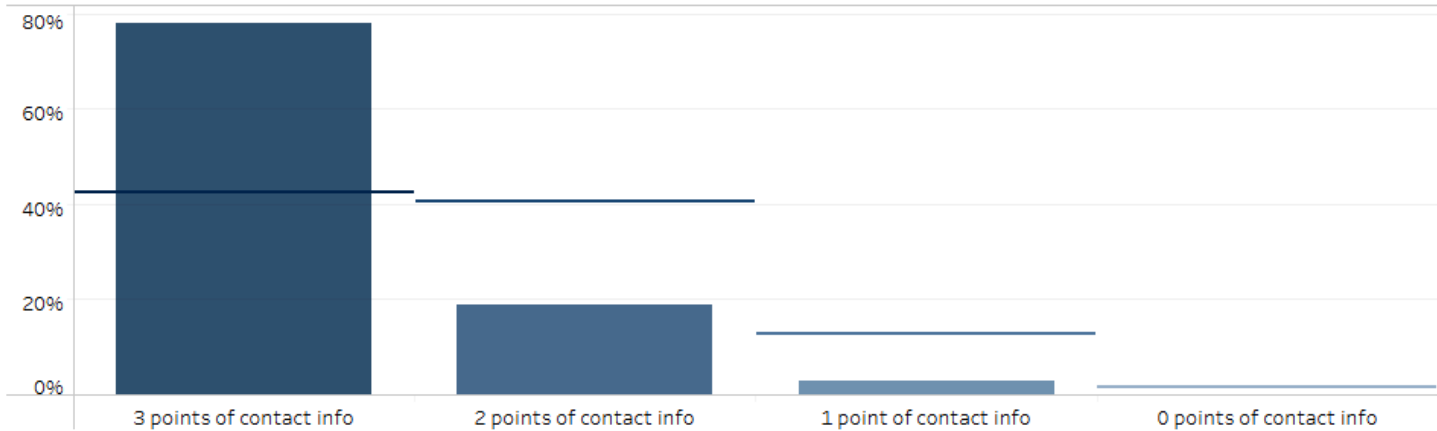
Managed Prospect: 100%
All UM Active Individuals: 98%
The proportion of the population with any valid primary contact information for the Managed Prospect population is higher than the overall population of active individuals.

Average Number of Valid Primary Contact Points

Managed Prospect: 2.7
All UM Active Individuals: 2.3
The average number of valid primary contact points for the Managed Prospect population is higher than the overall population of active individuals.

Valid contact information is contact information that is not marked as "Do Not" (Do Not Mail, Do Not Email, Do Not Call).

| 3 points of contact info | 2 points of contact info | 1 point of contact info | 0 points of contact info |
|--------------------------|--------------------------|-------------------------|--------------------------|
| 71% of population | 19% of population | 9% of population | 1% of population |
| 43% overall | 41% overall | 17% overall | 9% overall |





Population Comparisons

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Population Groups

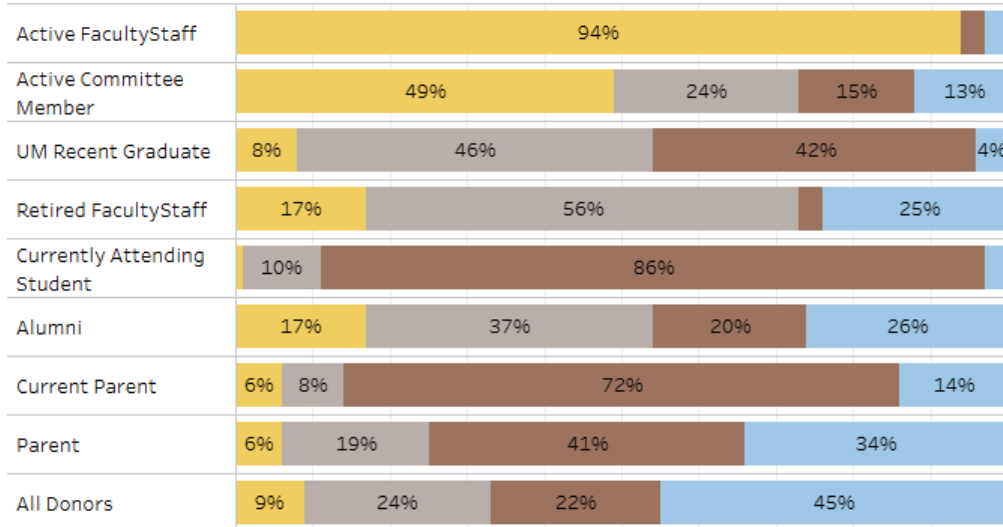
Relationship to UM

Populations (Custom)

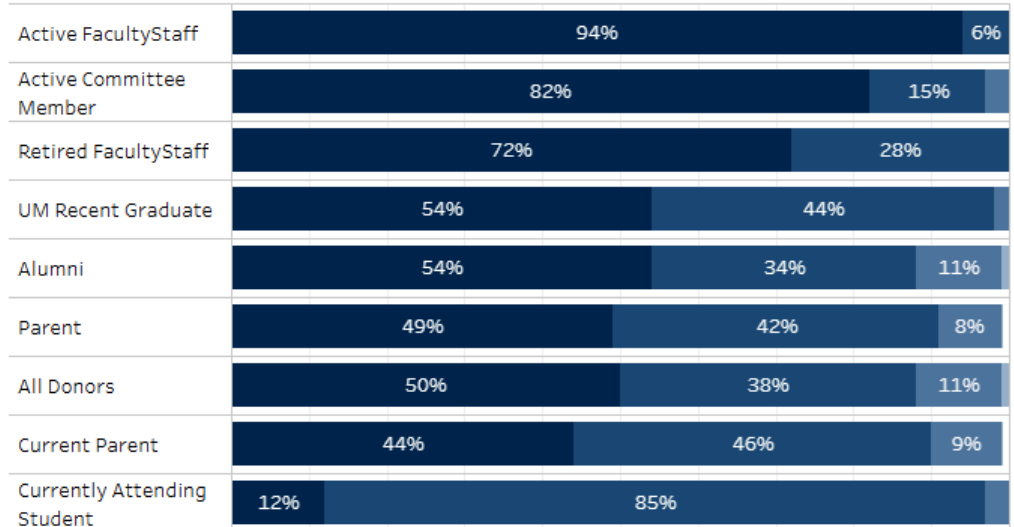
(All)

Select a pre-defined group of populations to compare, or select your own populations to compare!
The graph is sorted by overall quality or contactability. Constituents may appear in multiple populations.

Population Quality Comparison



Population Contactability Comparison



Constituent Lookup

Last Updated
2025-03-12



DART LID Lookup

Jessica Wardle (LID 34400763)

Gold Rating

3 contact pieces

| | | | | | | | | |
|----------------|---------------|----------------------|---------------------------|-------------------------|-------------------------|------------------------|-----------------------------------|--|
| | | | | | | | | |
| Has First Name | Has Last Name | Has RHC Constituency | Has Valid Primary Address | Has Valid Primary Email | Has Valid Primary Phone | Has Complete Birthdate | Has Valid Employment Relationship | |

This constituent belongs to the following populations:

Active Faculty/Staff, Nevergiver