

Making Sense of Events at UC Davis

How We Tracked Event Impact and ROI

Previous Iterations

Ye Olde Spreadsheet

A1 fx Network Name										
	A	B	C	D	E	F	P	Q	R	S
1	Network Name	Event Name	Invited	Registered	Attended	# Members	Type of Activity	Type of Activity	Type of Activity	Virtual, Hybrid, In-Person
2	CLAA	MAYA Event: Ceja Wine Tasting		83	38		Educational	Educational	Educational	Virtual
3	5A	Wine Tasting		40	18		Educational	Educational	Educational	Virtual
4	CLAA	CLAA Scholarship Celebration		40	35		Aggie Pride	Aggie Pride	Aggie Pride	Virtual
5	5A	Black Family Welcome		20	15		Aggie Pride	Aggie Pride	Aggie Pride	Virtual
6	FAAA	Underemployment		12	10		Career	Career	Career	Virtual
7	FAAA	Alumni panel		18	12		Aggie Pride	Aggie Pride	Educational	Virtual

Previous Iterations

Ye Olde Spreadsheet

2020-2021 ALUMNI AND AFFILIATE RELATIONS EVENT SNAPSHOT

	California	Out of State	International	Special Interest	Careers	CAAA Events	SAA	Parents and Family	Membership Recruitment and Stewardship	Travel, Wine and Partners	Alumni Center	Emeriti and Retiree	Total
Attendees	25	33	74	128	1597	1940	173	488	0	283	0	3522	8263
Events	1	2	11	6	24	50	4	6	1	8	0	44	157
Quarter 1 (July - September)													
Attendees	0	33	64	38	756	377	0	0	0	0	0	371	1639
Events	0	2	5	1	6	5	0	0	0	0	0	11	30

Repurposed Advanced Fields for Event Datapoints

Repurposed Group and
Location Codes in Advance!

TMS Edit Code Table [Actions](#)

TMS Code Definition Activity (tms_activity_table)

TMS Codes (6409/6458) [Save](#) [New](#) [Actions](#) [Help](#)

Items to 6432 of 6458 [⏪](#) [⏩](#) [⏴](#) [⏵](#)

Activity Code	Short Desc
80018	CAAA-FY21AggiesUncorkedWinClubSpg050121
80019	CAAA-FY21AggiesUncorkedSpgRlsePrty061621
80020	CAAA-FY22 Parent Wellness Webinar1/12/22
80021	CAAA-FY22 Parent Housing Webinar 2/2/22
80022	CAAA-FY22 SAA Fall Finals 12/6/21
80023	CAAA-FY22 SF Warriors Game 2/2/22

Activity Code*

Short Desc*

Full Desc

Num Participants

Owner Usergroup [Database and User Services](#)

☒ **Active**

Activity Group Code [Rev Gen](#)

Activity Location Code [Wine Group](#)

Hierarchy Order

☐ **Use for AWC**

Comment

Very Short Desc

Sort Name

Added Operator

Unit Code [Cal Aggie Alumni Association](#)

Standardized Existing Datapoints

Standardized the use of Start and Stop Dates

Activities (3/6)				
Save New Delete Actions Help				
Activity	Participation	Spouse	Start	Stop
DEV-ASGP Virtual Parent...	Attended	<input type="checkbox"/> Attending	10/02/2021	10/02/2021
CAAA-FY22 ASW21 Pep ...	RSVP - Yes			10/15/2021
CAAA-FY22 ASW Library...	Attended			10/16/2021
CAAA-FY22 ASW Bohart ...	RSVP - Yes	<input type="checkbox"/> Attending	10/16/2021	10/16/2021
CAAA-FY22 Aggie Spirit ...	RSVP - Yes			10/16/2021
CAAA-FY22-ASW21 Prov...	Attended			10/17/2021

Activity*	72995	CAAA-FY22 ASW Library Virt Tour 10/13/21 - CAAA (CAA)
Participation*	A	Attended
Start Date		
Fee Paid	0.00	
Fee Amount	0.00	
Fee Paid Date		
Fee Status		
Menu		
Assigned		
Host		
Data Src		
Source		
Comment		

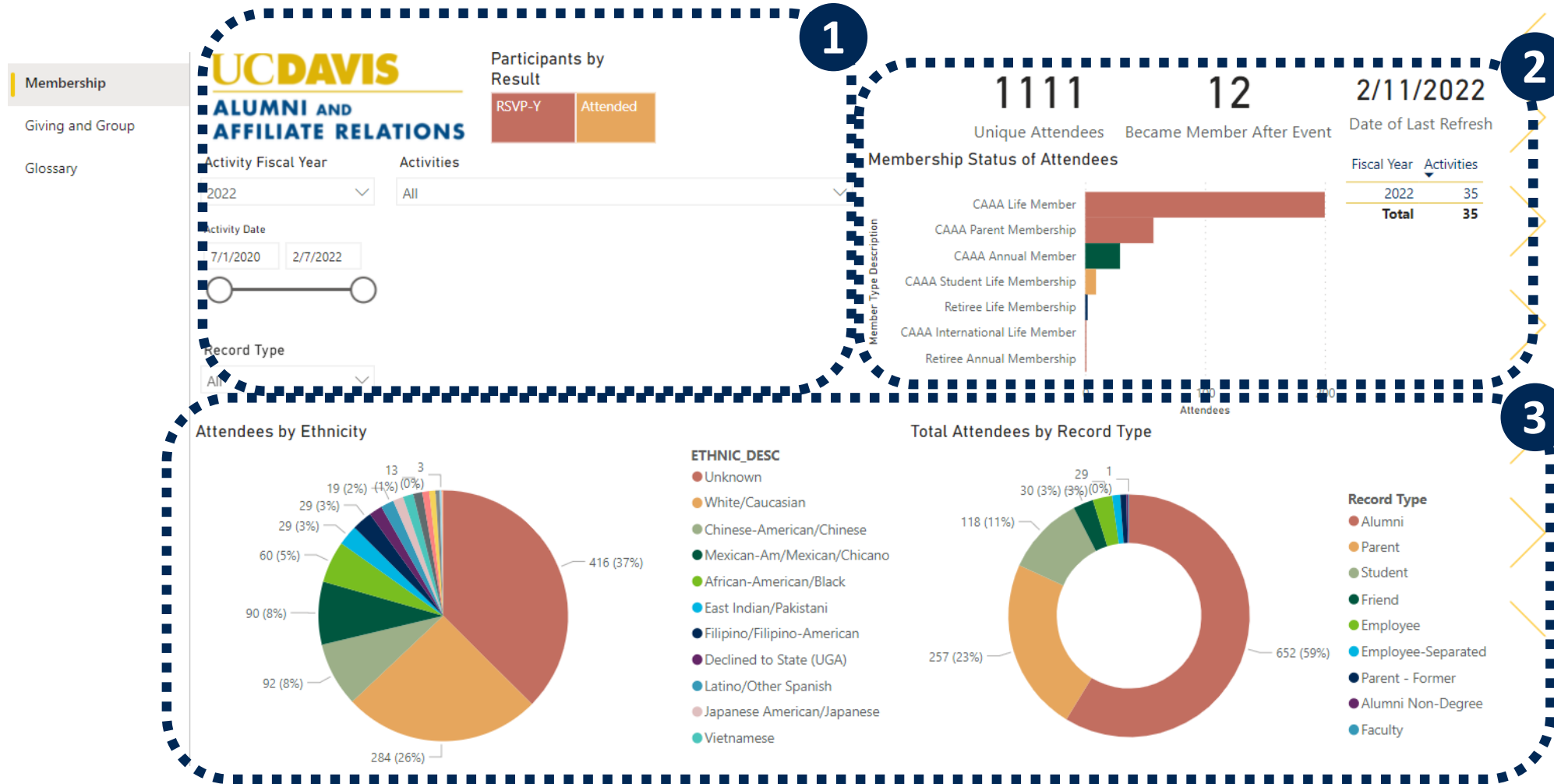
<input type="checkbox"/> Spouse Attending	
Stop Date	10 / 16 / 2021
Guests	0
Table #	0
Seat #	0
Tickets	
Special	
Hours	0

Made sure tabs didn't repeat, but
"rhymed," instead.

Used UC Davis's approved color palette

Final Product!

Events Dashboard: Membership



1 Filters and Slicers!!!

Membership

Giving and Group

Glossary

UCDAVIS

ALUMNI AND AFFILIATE RELATIONS

Activity Fiscal Year

All

Activity Date

7/1/2020

2/7/2022

Record Type

All

Participants by Result

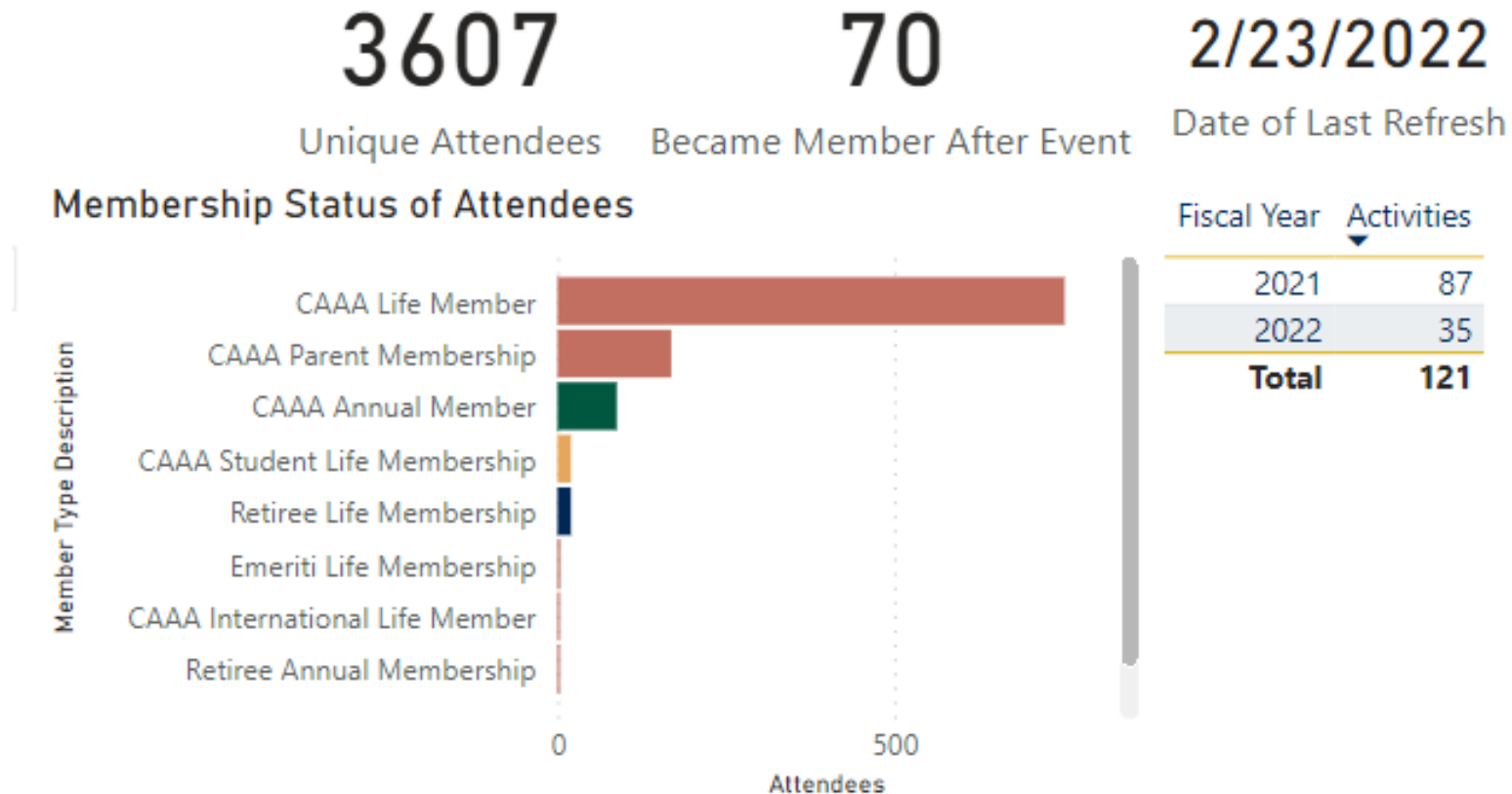
RSVP-Y

Attended

Activities

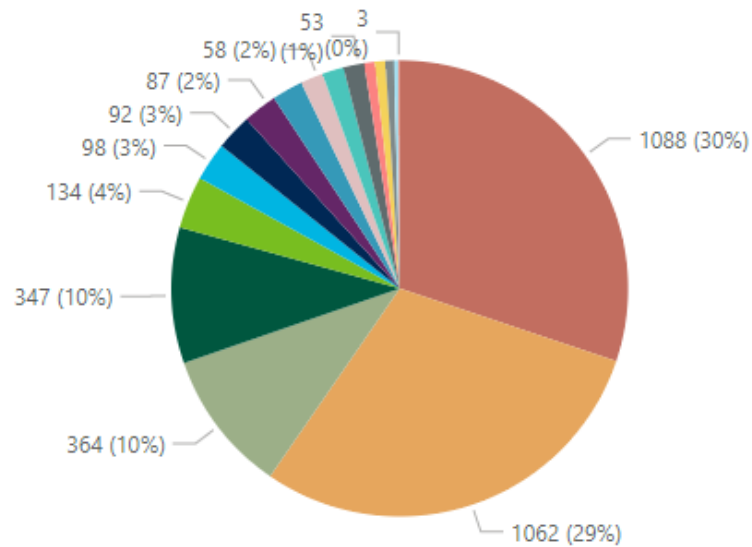
All

2 Header and Membership Breakdown!



3 Attendee Record Type and Ethnicity

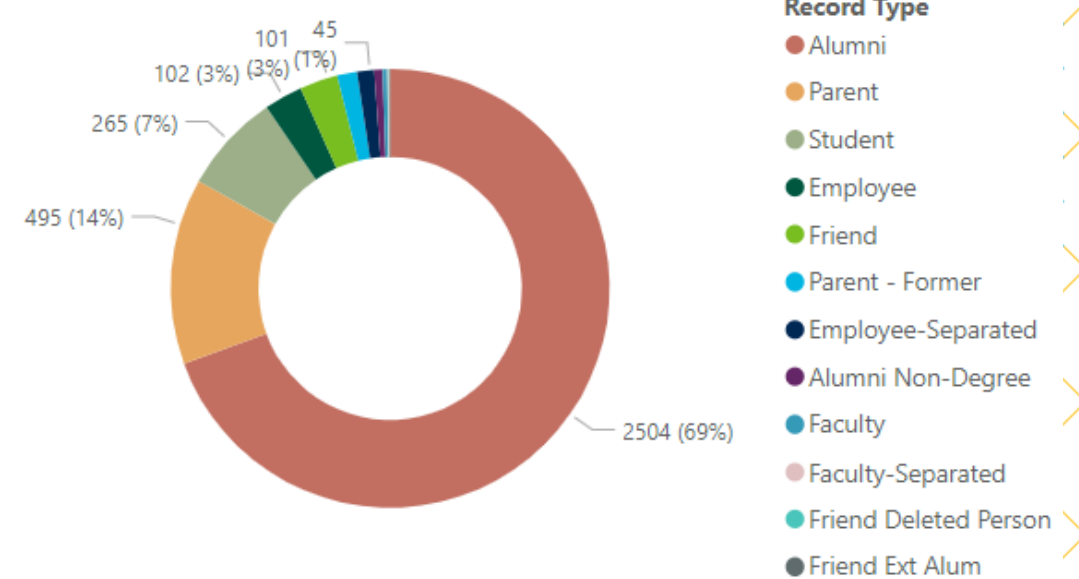
Attendees by Ethnicity



ETHNIC_DESC

- Unknown
- White/Caucasian
- Mexican-Am/Mexican/Chicano
- Chinese-American/Chinese
- African-American/Black
- Latino/Other Spanish
- East Indian/Pakistani
- Filipino/Filipino-American
- Declined to State (UGA)
- Vietnamese
- Japanese American/Japanese

Total Attendees by Record Type

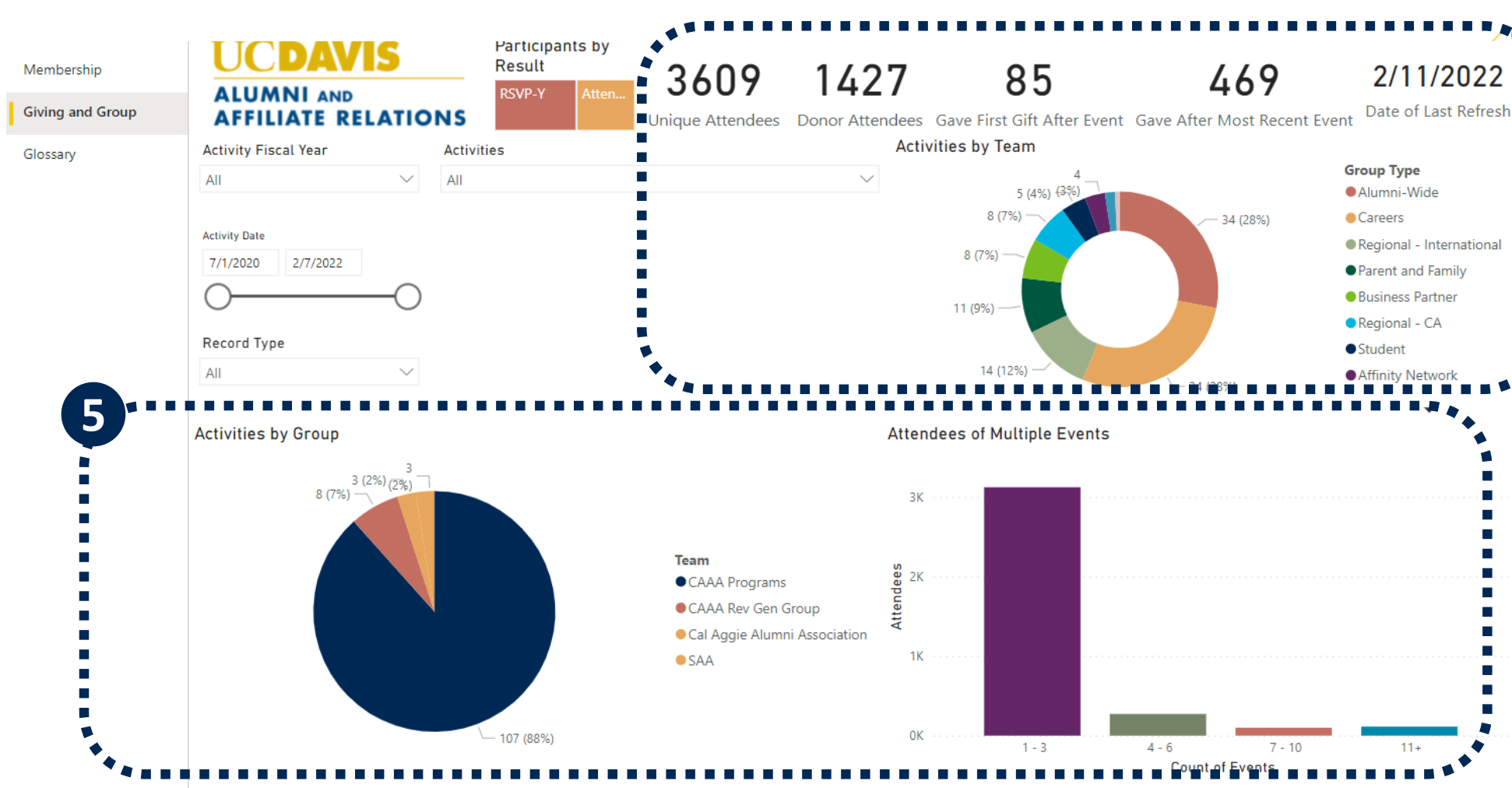


Record Type

- Alumni
- Parent
- Student
- Employee
- Friend
- Parent - Former
- Employee-Separated
- Alumni Non-Degree
- Faculty
- Faculty-Separated
- Friend Deleted Person
- Friend Ext Alum

Finished Product!

Events Dashboard: Giving and Group



4 Giving Tab Headers and CAAA Group

3607

1425

84

468

2/23/2022

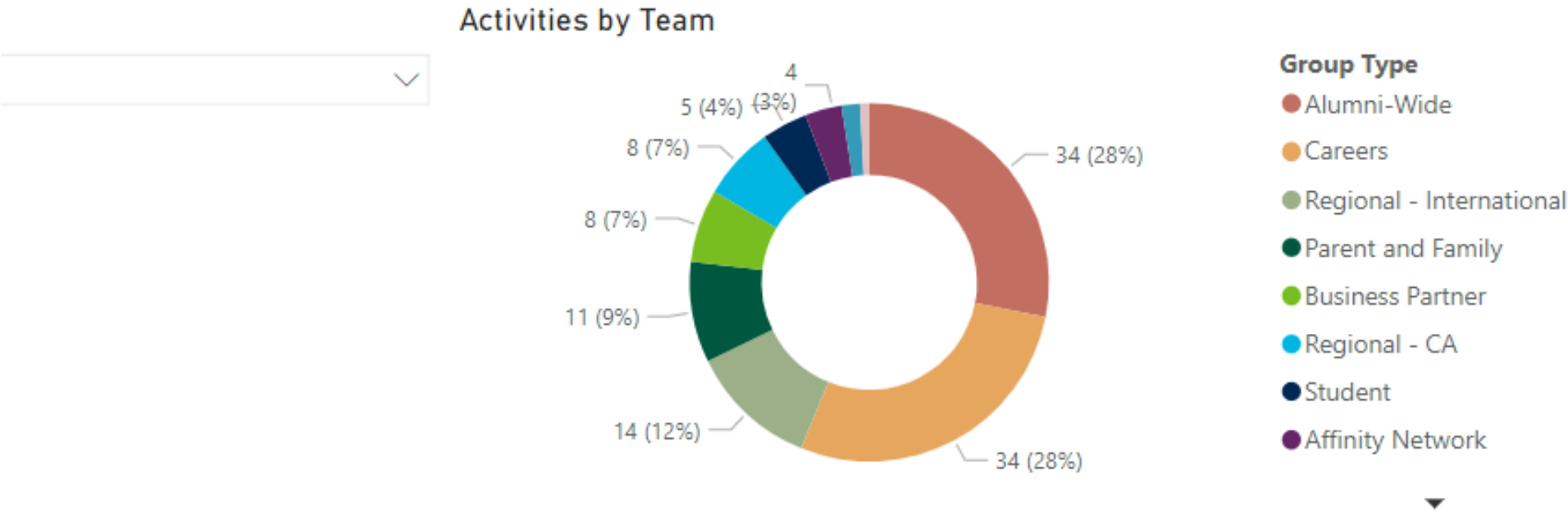
Unique Attendees

Donor Attendees

Gave First Gift After Event

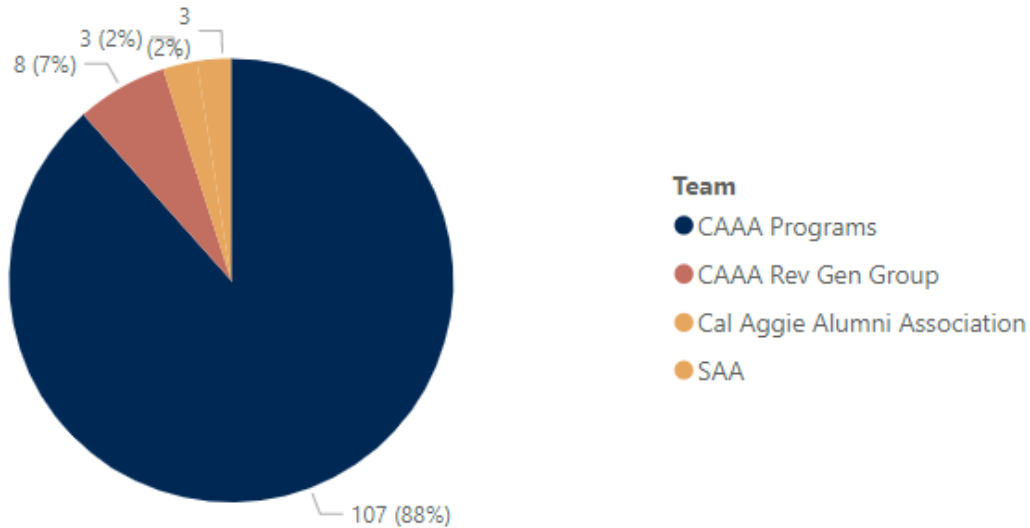
Gave After Most Recent Event

Date of Last Refresh



5 Team and Repeat Attendees

Activities by Group



Attendees of Multiple Events

