

# Bulk Outreach Extract Service

*Streamline outreach initiatives with the Civitas Learning Bulk Outreach Extract Service*

The Bulk Outreach Extract Service allows you to programmatically retrieve outreach data from Civitas applications in an ongoing manner. This includes outreach efforts initiated in Inspire for Advisors, Inspire for Faculty, and Illume Students. You can use this service to build integrations to access outreach data in third party systems. For example, you may:

- add it to a centralized system to coordinate communications across campus
- connect it to a CRM (i.e. Salesforce) to prevent users from having to double log outreach

## How does it work?

The service works by creating a pipeline between Civitas' database and a secure message queue where you can retrieve all of your outreach data. These data include email and nudge campaigns executed from Civitas applications and are available in the queue within minutes of being sent from an application. By developing a client application, you can pull message data from the queue environment and use this data in a way that works best for your institution.

## Getting Started

**Step 1:** Before you can access the queue, you will need to provide us with a list of whitelist IP addresses. Send this information to Trey Kerrigan ([trey.kerrigan@civitaslearning.com](mailto:trey.kerrigan@civitaslearning.com)) to get started. Once we have received the IP addresses, we will:

- setup a development queue with sample message data,
- provide you with a url for the queue,
- provide you with a username and password to access your account, and
- provide you with the name of the queue to retrieve your data.

**Step 2:** Once you are able to connect to the queue, you will need to develop a client to consume your message data. For information on how to create a client of the queue, reference the [Amazon-mq documentation](#). Details about Civitas message format and examples of outreach properties are available beginning on page 2.

**Step 3:** Use the development queue to validate that your client is consuming messages. Each message can only be retrieved once from the message queue. After a message has been retrieved from the queue, it cannot be retrieved again as it no longer exists in the queue environment.

**Step 4:** Once your client has been validated in the development environment, contact Trey Kerrigan ([trey.kerrigan@civitaslearning.com](mailto:trey.kerrigan@civitaslearning.com)) to turn on your queue in production.

## Message Format

There are number of properties included in the data for each message. Common properties exists across all applications for message, student, and outreach properties. Email properties, such as message content & context are mapped within the name, value, & valueId of outreach properties. The sections below describe common fields for each property.

### Common Message Properties

Description	Property Name(s)	Examples of Property Values
Creation date	createdAt	2018-06-11T19:35:15.366848
Contact information for the employee who executed the outreach	employeeFirstName, employeeLastName, employeeEmail	Joe, Bob, joe.bob@institution.edu
Civitas application	outreachSource	Illume Students, Faculty, Advisor
Outreach type	outreachMedium	Email, Campaign, Text, Appointment

*\*Note: Faculty = Inspire for Faculty, Advisor = Inspire for Advisors*

### Common Student Properties

An outreach can include many student recipients.

Description	Property Name(s)	Examples of Property Values
Student ID number	institutionPersonID	123567
Student name	firstName, lastName	Scarlett, Jones
Student email address	emailAddress	scarlett.jones@institution.edu
Creation date	createdAt	2018-06-11T21:07:44.222117

### Common Outreach Properties

An outreach can include many outreach properties. Outreach properties will vary based on the application source and type. Outreach properties will include the following fields: outreachPropertyId, outreachId, name, value, valueId, createdAt.

### Common Email Properties

Details about emails sent through civitas systems will be provided as Outreach Properties

Description	Property Name(s)	Examples of Property Values
Message content	emailMessage	Dear [Student Firstname], Test sending an outreach. Thanks, Trey
Subject line	emailSubject	Student success test message
Sender email for the outreach	emailSenderAddress	fakestuff@institution.com
Sender name for the outreach	emailSenderFirstName, emailSenderLastName	Bharathi, Garcia

### Non-Email Related Outreach Properties

Non-email related details sent through civitas systems will be provided as Outreach Properties

Description	Property Name(s)	Examples of Property Values
Outreach Result	outreachMediumResult	Appointment scheduled Campaign sent Email sent Left voicemail Other Text message sent Wrong number
Reason for Outreach	outreachReason	GPA Inspiration/Intervention Factors Persistence Probability Shift Student Hold
Recommendation or Referral made	outreachRecommendation	Other Referred to Financial Aid Referred to Tutoring
Topic Discussed	outreachTopic	Academic Intervention/Inspiration Factors Personal Financial
Individual that initiated the outreach	outreachInitiator	Advisor Initiated Faculty Initiated Student Initiated

**Note:** If at any point you have trouble locating a specific value, you can locate it using the valueID. The label or name of a value can change, but it's' valueID will never change. Consider the following example:

Say there's a property with a name like "Outreach Reason", and a value like "Bad GPA", and a valueID of "123456". It's possible that, inside excalibur, someone decided to change "Bad GPA" to "GPA below threshold". Now, new outreaches stored in the outreach service would have a value of "GPA below threshold", but the valueID wouldn't change. It would still be "123456".

Reference the sample JSON responses to see additional examples of how email properties may appear in your data.

- [Illume Students Campaign Outreach Properties Example](#)
- [Inspire for Advisors Outreach Properties Example](#)
- [Inspire for Faculty Outreach Properties Example](#)

## Illume Students Campaign Outreach Properties Example

```

"outreachProperties": [
  {
    "outreachPropertyId": 18,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "isAttrition",
    "value": "0",
    "createdAt": "2018-06-11T19:35:15.366848"
  },
  {
    "outreachPropertyId": 16,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "campaignName",
    "value": "Trey Sample Illume Campaign",
    "valueId": "6260e21e-35a6-4142-96b3-f8da51a95a9c",
    "createdAt": "2018-06-11T19:35:15.366848"
  },
  {
    "outreachPropertyId": 14,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "outreachMediumResult",
    "value": "Campaign sent",
    "valueId": "c9a33a36-4cb0-2c42-352c-75e2911e2f27",
    "createdAt": "2018-06-11T19:35:15.366848"
  },
  {
    "outreachPropertyId": 19,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "durationInMs",
    "value": "0",
    "createdAt": "2018-06-11T19:35:15.366848"
  },
  {
    "outreachPropertyId": 15,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "outreachInitiator",
    "value": "Advisor Initiated",
    "valueId": "edc3b021-02f8-4e52-9980-e1f5fd6b89bc",
    "createdAt": "2018-06-11T19:35:15.366848"
  },
  {
    "outreachPropertyId": 17,
    "outreachId": "5751e799-1725-45c7-a2bd-1b40b43bd8aa",
    "name": "isSuccess",
    "value": "1",
    "createdAt": "2018-06-11T19:35:15.366848"
  }
],

```

## Inspire for Advisors Outreach Properties Example

```
"outreachProperties": [
  {
    "outreachPropertyId": 6,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "outreachMediumResult",
    "value": "Text message sent",
    "valueId": "c95267ff-2718-f2d3-1cd1-38f2f2bad8da",
    "createdAt": "2018-06-11T19:14:34.391597"
  },
  {
    "outreachPropertyId": 8,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "isAttrition",
    "value": "0",
    "createdAt": "2018-06-11T19:14:34.391597"
  },
  {
    "outreachPropertyId": 7,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "outreachInitiator",
    "value": "Student Initiated",
    "valueId": "cd77b7bf-e5a2-4368-94e1-e7c01f687b09",
    "createdAt": "2018-06-11T19:14:34.391597"
  },
  {
    "outreachPropertyId": 5,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "outreachRecommendation",
    "value": "Referred to Financial Aid",
    "createdAt": "2018-06-11T19:14:34.391597"
  },
  {
    "outreachPropertyId": 4,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "outreachTopic",
    "value": "Academic",
    "createdAt": "2018-06-11T19:14:34.391597"
  },
  {
    "outreachPropertyId": 9,
    "outreachId": "Oecba66b-a31c-40d9-b95c-cd6ff309d43b",
    "name": "outreachReason",
    "value": "Student Hold",
    "createdAt": "2018-06-11T19:14:34.391597"
  }
],
```

## Inspire for Faculty Outreach Properties Example

```
"outreachProperties": [  
  {  
    "outreachPropertyId": 12,  
    "outreachId": "8a007dbb-23eb-4889-9afb-d7b20586ea47",  
    "name": "isAttrition",  
    "value": "0",  
    "createdAt": "2018-06-11T19:30:23.473274"  
  },  
  {  
    "outreachPropertyId": 10,  
    "outreachId": "8a007dbb-23eb-4889-9afb-d7b20586ea47",  
    "name": "outreachInitiator",  
    "value": "Faculty Initiated",  
    "valueId": "07e0f3dd-1673-8244-2364-b95f97bbf13e",  
    "createdAt": "2018-06-11T19:30:23.473274"  
  },  
  {  
    "outreachPropertyId": 13,  
    "outreachId": "8a007dbb-23eb-4889-9afb-d7b20586ea47",  
    "name": "outreachMediumResult",  
    "value": "Email sent",  
    "valueId": "5bb6226a-5db7-69b7-2054-0b7a725e045a",  
    "createdAt": "2018-06-11T19:30:23.473274"  
  },  
  {  
    "outreachPropertyId": 11,  
    "outreachId": "8a007dbb-23eb-4889-9afb-d7b20586ea47",  
    "name": "rawEnrollmentId",  
    "value": "35776743",  
    "createdAt": "2018-06-11T19:30:23.473274"  
  }  
],
```



