



CONTINUING EDUCATION POINTS TRACKER

CFRE International has developed this form as a way for you to quickly track (and keep in your files!) the continuing education sessions you have attended. Simply check the boxes next to the sessions you attended. At the end of the conference, add up the total number of hours. Keep this sheet and you will be ready to complete your application form. All of the session slots listed are eligible for continuing education points on your CFRE application for initial certification and/or recertification. Sessions not listed here are not eligible for points.

Activity Organizer: - Apra
Title of Activity: - Data Analytics Symposium 2019
Names of Presenter(s): - Various
Dates and Location: - July 31 - Aug 1, 2019, Phoenix, AZ

Date: Wednesday, July 31, 2019

Session 1: 9:00 [am] - 10:15 [pm] (1.25 pts)

- You Can't Judge a Book by Its Cover: How Intuition, Experience, Judgement, and Data Help Us Understand the Real Story

Date: Wednesday, July 31, 2019

Session 1: 10:30 [am] - 12:00 [pm] (1.5 pts)

- Applied Machine Learning with Python: Donor Upgrade Targeting

Date: Wednesday, July 31, 2019

Session 1: 1:30 [pm] - 2:30 [pm] (1.0 pts)

- Better Together: Visualizing Annual Giving Efforts to Predict Donor Activity
 - Breaking it Down: Customized Analytics Score

Date: Wednesday, July 31, 2019

Session 1: 3:30 [pm] - 4:30 [pm] (1.0 pts)

- Strategic Road Mapping - Navigating Your Fundraisers' Territories
 - Generating Insights from Clustering Large Donors

Date: Thursday, August 1, 2019

Session 1: 10:30 [am] - 12:00 [pm] (1.5 pts)

- Building a Predictive Model: Theory to Application
 - Predictive Model Evaluation Using Receiver Operating Characteristic Curves

Date: Thursday, August 1, 2019

Session 1: 1:15 [pm] - 2:15 [pm] (1.0 pts)

- The Art of Refined Conjecture: Using Data Marts To Go Beyond the CRM
 - The Advancement Ecosystem - Pairing Engagement with Giving

Date: Thursday, August 1, 2019

Session 1: 4:00 [pm] - 5:15 [pm] (1.25 pts)

- Using Data Effectively: Beyond Art & Science

Total number of points attained:

Courses Marked **NFR** (Non Fundraising Related) may be counted towards the 10 point maximum of NFR Courses on the initial CFRE application and the 5 point maximum on the re-certification application.

Find more **CFRE approved** continuing education opportunities on **My Education Finder**:
<http://www.cfre.org/continuing-education/my-education-finder/>