Interactive Alumni Mapping

at the University of Wisconsin-Stevens Point

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Abstract

- This session describes an alumni mapping application at the University of Wisconsin-Stevens Point. The alumni office had a database of 70,000+ records, but no way to understand the spatial distribution/concentration. Alumni are a significant source of revenue for the university tapped through direct mail, but also from alumni receptions and local alumni groups. Geography students used standard ESRI tools including Model Builder, and Flex web mapping. The Alumni Office provides a database including ZIP, graduation year, and degree college. A Model Builder routine geocodes records by ZIP centroid. Points are aggregated to 3-digit ZIP, county, and region. Point level pop-ups provide bar graphs of degree colleges and graduation year. The alumni office uses the map to identify significant clusters for alumni fund raising events; alumni use the interactive map to explore the numbers and characteristics of fellow alumni in their area.

Challenges

- Database of 70,000+ records
- No spatial representation
- No mapping skills
- Desire to expand fundraising and networking
- Need to accommodate all computer skill levels
- Need to update records bi-annually
- Need continuity from year to year

Web Demonstration

- http://gissrv2.uwsp.edu/projects/alumni/

Results

- Clean database
- Maps easy to comprehend
- Readily available geography students each year
- Point and click application easy for all skill levels
- Continuity in website and database management

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