



Delta Gamma

1873

Alumnae Group ZIP Code Analysis and Update Process

ZIP code analysis, and any applicable membership area updates, should be done at least once a biennium. For assistance, please contact your Regional Alumnae Specialist/Alumnae Development Consultant.

Step 1: Ensure you have the membership roster for your group

Your group's membership roster includes all women currently assigned to your alumnae group, by ZIP code or manually added. This roster can be found in Anchorbase > Roster > Reports > Alumnae Roster.

Step 2: Request a scatter list from Executive Offices

A scatter list includes all Delta Gamma members who live in a ZIP code that is not currently assigned to a specific alumnae group. It is typically sent for the state where your alumnae group is located. Email alumnaedept@deltagamma.org to request a scatter list for your area.

Step 3: Populate the membership roster and scatter list in Google Maps

Detailed instructions for this process can be found below.

Step 4: Analyze ZIP codes

Analyze the data on the Google Map. Here are some helpful things to look for as you analyze the map:

- Look at the members on your current membership roster. Do these pinpoints represent a geographic area that makes sense? Will members represented by the pinpoints travel to attend meetings and events?
 - For example: You may see that there are women living 90 minutes from the core location for group events/meetings who are on your membership roster. Would these women travel to attend meetings? If so, leave them on your membership roster. If not, consider:
 - Should they be included in a different group that is closer to where they live so they can best participate in a DG alumnae group?
 - Should they not be included in any group because there is not a group close to where they live? Do you want to request that the ZIP code(s) where these women live be removed from your group's membership roster?

- Look at the members on the map represented by the scatter list pinpoints in your area:
 - Are there women living close to your group's core location who should be part of your membership roster?
 - Would some of the women living in the ZIP codes represented by the scatter list pinpoints enjoy being part of your group? And would they travel to participate in events/meetings? Then you should request to include these ZIP codes on your membership roster!
- All members in your group must be contacted yearly by email. Thus, do not include ZIP codes that you do not intend or will not commit to contact yearly.

If a ZIP code area is considered large and vital enough to sustain an independent chapter or association, please contact your Regional Alumnae Specialist (RAS), and she will work with you to investigate if it is possible to establish a new alumnae group in that area. Conversely, be sure to verify that desired ZIP codes are not already being serviced by another alumnae group with your RAS.

If after you analyze the Google Map, you have **no ZIP codes to add to or remove** from your membership roster, then you have completed the ZIP code analysis process for your alumnae group. There is **no need to return** the Alumnae Group Membership Area Update Form to Executive Offices.

Step 5: Request ZIP Codes be added or removed from your group's membership roster

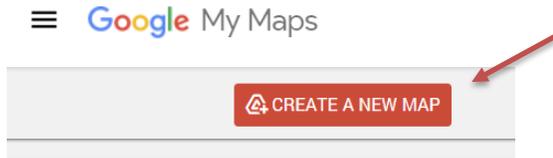
If you would like to add or remove ZIP codes from your group's assigned area, submit the Alumnae Group Membership Area Update Form to alumnaedept@deltagamma.org, your Regional Alumnae Specialist/Alumnae Development Consultant, and the Director: Alumnae Operations at alumoperations@deltagamma.org. This form can be found in the Delta Gamma library.

Step 6: Notify members in deleted ZIP codes

If deletion is necessary, follow up with emails/letters notifying members in the ZIP code that they will become scattered alumnae, unless they specifically request to be included in the group as a member.

It is suggested that you also consider recommending that a closer group take on a ZIP code if the women in that area live closer to a different alumnae group. It would be considerate to contact the president of that different group to ask if her group would want to add that ZIP code to her group's list.

USING GOOGLE MAPS (Step 3)



1. Log into Google and then visit <https://mymaps.google.com/>. You will not be able to create a map in this way if you do not have a Google account.
2. From that page, click the red “Create a New Map” button.
3. In the top left of your map screen, title your map *Alumnae Group ZIP Code Analysis*.
4. Then title the first layer of your map Current Group Roster.
5. Select “Import” under the title for your first layer and select the roster for your alumnae group that you downloaded from Anchorbase.
6. You will then see a popup that says “Choose columns to position your placemarks.” Select all columns pertaining to the member’s physical address (street, city, etc.) and click “Continue.”
7. You will then see a popup that says “Choose a column to title your markers.” You can choose any column, but ID number might make sense. Click “Finish.”
8. The map now displaying shows the location of all members currently assigned to your group.
9. Next, you will need to add a layer by clicking “Add Layer” in the top left of your map screen. Title this second layer Scattered Alumnae.
10. Import in the scatter list you received from Executive Offices following the same steps as above. Once the second layer has loaded, change the appearance of the placemarks in this layer to be able to differentiate between members on your roster and scattered members. Hover over “All Items” next to the placemark symbol for that layer and choose a different color.
11. You can then share this map with your group’s officers and begin analyzing the data as outlined in Step 4 above.

