



## 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**

- The membership roster includes all the DG women currently assigned to your group (by zip code)
- The membership roster for your group may be found in Anchorbase.

### **Step 2: Request the scatter list from Executive Offices**

- The Scatter Map shows all Delta Gamma members who live in a zip code that is not currently assigned to a specific alumnae group.
- Email [alumnaedept@deltagamma.org](mailto:alumnaedept@deltagamma.org) to request the scatter list for DG women in your region/area.

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

Instructions for this process are listed 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 this is a possibility for alumnae group expansion. 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, **please do not 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**

- Submit the Alumnae Group Membership Area Update Form to [alumnaedept@deltagamma.org](mailto:alumnaedept@deltagamma.org), your Regional Alumnae Specialist/Alumnae Development Consultant, and the Director: Alumnae Resources at [alumresources@deltagamma.org](mailto:alumresources@deltagamma.org).
- This form can be found in the Delta Gamma library.

#### **Step 6: Notify members in deleted ZIP codes**

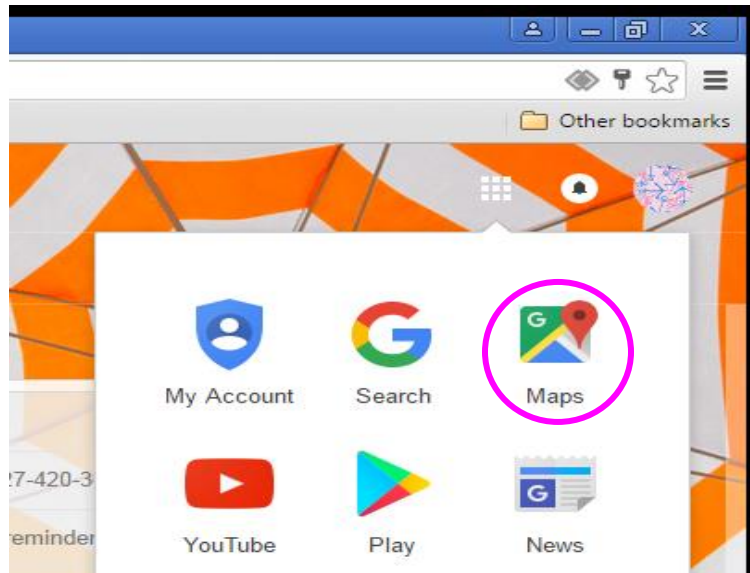
If deletion is necessary, follow up with emails/letters notifying members in the ZIP code that they will become scattered alumnae, unless they specifically request to be included in the group as a member.

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.

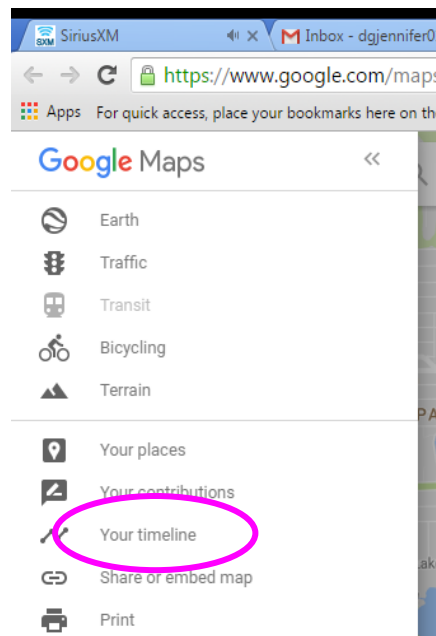
## USING GOOGLE MAPS

Use this tool to assist with group Zip Code Analysis or to view the members living in a select area

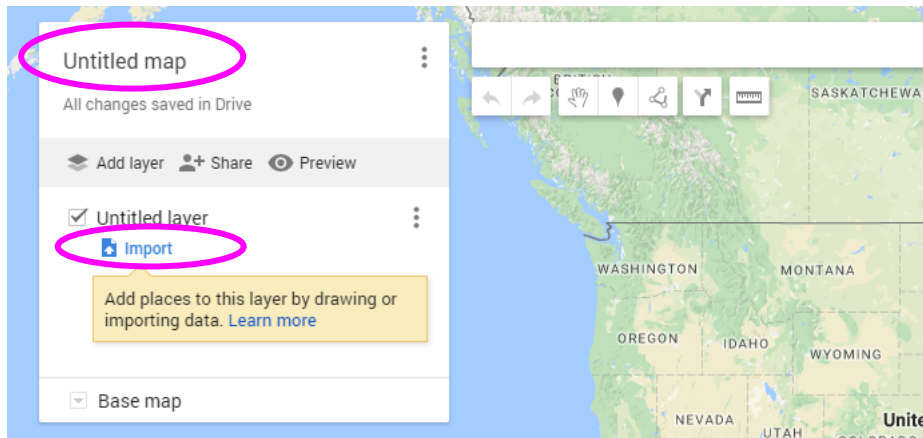
1. Log into Google and navigate to Google Maps. You will not be able to create a map if you do not have a Google account.



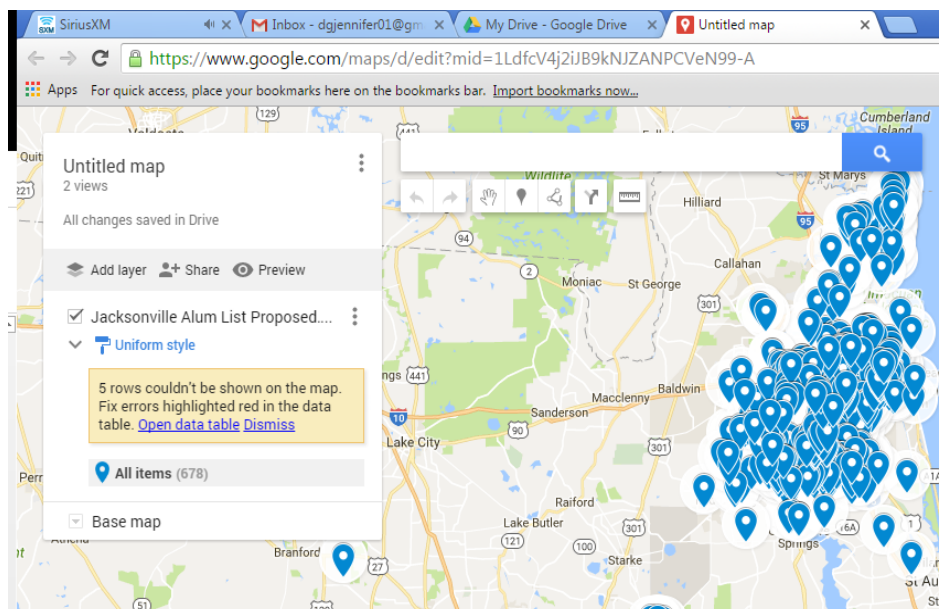
2. Once you are in Maps, click on the three lines in the upper left corner and navigate to "Your places"



3. Click on the fourth tab, “Maps” and at the very bottom of the list, click on “Create Map.” This will open another tab on your browser.
4. Download the membership roster (of the groups you want to view) from Anchorbase to Excel. Save somewhere convenient to upload to Google.
5. Click “Import” in the white box. A screen will pop up asking you to “Select a file from your computer.” Search for the membership roster you saved and upload to Google.



- During the upload process, it will ask you to “Choose columns to position your placemarks.” Choose Address 1, City, State and Zip.
  - You will then be asked to “Choose a column to title your markers.” Complete Name is often a good choice for this.
6. Once the list is uploaded, you can change the icons and color of the icons by clicking the icon to the right of “All Items”



### **TIPS TO VIEW MAP**

1. To measure distance between two points on the map, click on the ruler. Then choose a starting point and drag it to an end point. Remember, this is a straight-line measurement and not actual travel time or mileage.
2. In order to add another layer to the map to either map another group or scatter addresses, choose "Add Layer" and follow the same process as above.
3. Change the color of the new layer so you can tell the difference between the two layers. For example, you might assign one color to your group's membership roster points and another color to the points indicating women on the scatter list in your region.
4. Maps will automatically save to your Google Drive.