The Short Report

Exciting Tool Enhancements

You may have looked at a prospect’s BERT profile recently and noticed a bright yellow light bulb in the Contacts section beside the heading “Prospect Researched.” The light bulb logo provides a direct link to the completed research report as soon as it is in central files.

Another longer term BERT enhancement is taking place behind the scenes in Benefacto. Alumni Records is now able to dynamically link prospects directly to the corporate record of their employer, rather than simply recording their business address as text. Over time, this important change will mean that current employee rosters will be available in real time directly from a business profile, removing the need to run lengthy reports in BERT. The Research Team is now working with Alumni Records to clean up select corporate records by finding Yale employees, setting corporate record hierarchies, updating branch information, etc. Please let us know if you have a corporation or entity that you would like added to the quick list for clean up.

BERT isn’t the only online resource that the research team has been tinkering with lately. We will also soon be unveiling the new Prospect Research website (to be located at www.yale.edu/devresearch); which will provide an updated explanation of available research tools and training materials. In addition to its sleek design, we have endeavored to make this a user-friendly and helpful tool for the entire development staff. We look forward to hearing your feedback after the launch!

C&F Spotlight: One Source

We recently subscribed to OneSource; one of the most comprehensive and widely used international corporate databases available. OneSource gives us unparalleled access to executive lists, corporate/affiliate maps, and financial information for more than 13 million public and private companies in the U.S., U.K., Europe, Asia, and Latin America. OneSource also provides timely reports from analysts at firms such as Citigroup, Bear Stearns, and Deutsche Bank. We will also be using OneSource to increase our access to information about international companies for corporate prospecting.
YALE TRIVIA!

This member of the Class of 1939 holds a special distinction, at least until the end of May. He is the grandfather of six current Yale students, all of whom share his last name.

Can you name him?

Hint: One granddaughter spent last February getting chilly in northern Italy . . .

Please email answers to: prospectresearch@yale.edu. One correct respondent will win a prize!

Congratulations to Pat St. Germain who was one of five to correctly answer the last trivia question.

The first African-American woman admitted to the state bar of Mississippi was Marian Wright Edelman ’63 LAW, the founder and president of the Children’s Defense Fund. Edelman holds two honorary degrees from Yale and is a two time Yale parent. In 2000, she was awarded the Presidential Medal of Freedom.

BREAKFAST WITH OIR

On Thursday, March 22, we resumed our “Happy Breakfast” series by hosting three members of the Office of Institutional Research. We hold these informal gatherings in order to become more familiar with some of the many people we work with, including those from departments outside of development.

OIR is the statistical branch of the Provost’s Office. Bev Waters, Loni Baxter and Becky Friedkin shared details on the office’s many functions, such as: gathering information on Yale through surveys and databases and by working with departments throughout the University; analyzing, maintaining, and updating that information; and conducting specific fact-finding and research projects. The Yale Factsheet and Books of Numbers (1701-1976) and (1976-2000), available on OIR’s website, contain statistics on everything from the ethnic breakdown of enrollment to library holdings. (You can even see numbers on alumni donors.) Also check out links to comparative data from other Ivys!

This get-together was a great opportunity to put faces with names, to thank Bev, Loni and Becky for the help they have already provided us, and to discuss ways that we might work together in the future.

ANNOUNCEMENTS: STEWARDSHIP RECIPIENT AFFILIATION

Thanks to much help from IT and student Nick Alexandrov ’08, there are now 2,700+ stewardship recipients coded in BERT. You can find this information under Current Affiliations, type “Stewardship Letter” with the role of “recipient.” Further information on the endowed fund(s) with which these individuals are associated may be found in Electronic Central Files (“Outgoing Recording Secretary” documents are the stewardship letters) and in the ALICE database.

- 1,794 are alumni
- 910 are widows, parents, friends, etc.
- 1,329 are identified major and principal prospects (rated 1-5)

This leaves over 1,500 rated 6-8 or unrated to review. This is very exciting news and we look forward to examining this data more closely this spring and summer. Please don’t hesitate to send us any additions or corrections at prospectresearch@yale.edu.

DID YOU KNOW?

Did you know that Wikipedia.org has a 7,000-word entry on Yale? Besides sections on Yale history and campus life, aerial maps of New Haven, and links to University websites, there is also a link to an article called simply “List of Yale University People.”

Check out the list of 500 alumni from the Nobel laureates to the TV stars, many of whom have their own entries. There are also separate lists of prominent Yale faculty members and fictional alumni.

Remember: Wikipedia is written collaboratively by volunteers, so errors are not unlikely. Please let us know if you find any! The first Yale building in New Haven (ca. 1718) is one of the many images featured in the Wikipedia entry on Yale.