

VERSION 1.0

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## DATA INTEGRITY AUDIT

YOUR CHURCH

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## DATA INTEGRITY AUDIT

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### OBJECTIVE

To assess the current state of Fellowship One data in several key examination areas as listed below. A set of data records is available for each area reported on and should be reviewed for possible updates. The Church Champions Data Integrity Audit Tool found some of the items documented here. The affected data records it identified can be found in the **DIA Results.xlsx** file. That file contains several sheets:

- The green **Profile Repairs** – These are items can be repaired automatically by the DIA Tool if you authorize it. The specific data field, the affected person, the current value in Fellowship One and the value the tool intends to update it to are all shown.
- The blue **Old Children** – These are children still in their parent’s household but who become **19** years or older and should be split out into their own household. These can be done automatically by Church Champions using our proprietary Old Child Splitter program.
- The orange **Addresses** – These are primary addresses of active families. Several are currently not verified as a valid address. There are many advantages of having verified addresses as described in the separate document: **Address Verifier.pdf**. Church Champions’ address verifier program can verify these addresses for you in bulk. All should be checked for possible move updates from the National Change of Address database maintained by the US Postal Service.
- The red **Duplicate Individuals** – These are the people records that are highly likely to be duplicates of each other. These will need to be manually investigated and resolved.
- The purple **Duplicate Organizations** – These are the organization records that are likely to be in Fellowship One more than once. These will need to be manually investigated and resolved.
- The black **Deceased** – These are all the deceased people in Fellowship One that need an update to comply with best practices. All can be done automatically.
- The gold **Manual Review** – This are items that the DIA Tool flagged as suspicious but must be manually reviewed and repaired as needed.

Other conditions were detected using standard F1 reports. Those affected records can be found in the yellow highlighted file as noted in each section below.

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### OBSERVATIONS & RECOMMENDATIONS

- It appears there are 2 campuses: 12 Points & Hwy 46. Brazil exists as a campus sub-status throughout but unused. Probably should be purged.
- There are many other unused/empty statuses that should be purged.
- The statuses/substatuses that are being used have defined rules, which is commendable. This shows a thoughtful attempt has been made at creating a meaningful plan. However, there are several that could be improved and/or eliminated to streamline the structure. Recommend that we review those to develop a simplified People Status Plan document to be distributed to all staff using F1 so that everyone would know what qualifies a person to be in which status and when someone should be promoted up to a higher status or demoted to a lower one like **Dropped**.
- Recommend implementing household level status management by promoting/demoting the Head, Spouse and Children together in the same 1 or 2 statuses by family. For example, all people in an Attendee family are assigned to **Attendee**. When no one in a family is coming

anymore, then all are moved to **Dropped**. When they engage more actively, move them all to **Attendee**. Using this practice, you can better understand the engagement level of the people at your church in terms of families; not just individuals.

- Recommend the adoption of a **Member Family** status to hold immediate family members of anyone that qualifies as a **Member**. This approach supports the household level management concept by keeping everyone in one of these families together in one of these two statuses.
- Your status rule of moving people to **Non-Attender** after 3 months of inactivity, is overly strict. Recommend adoption of 1 year of inactivity before moving to an inactive status. We can develop a documented procedure consisting of reports to detect them and mass moves keep everyone in the right status. This process can be executed once a month in about 60-90 minutes.
- A third of your addresses are not Verified. That can really cripple the staff's trust in that data and affect mailout efforts. Recommend that you allow Church Champions to verify all of those and check for possible moves against the National Change of Address database.
- The practice of moving all **Deceased** people in the same household should cease. You lose the context of who they were related to, individual contributions will follow them, and households with large numbers people in them and cause reporting issues. See *Deceased People* section below.

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## EXAMINATION AREAS



### DEACTIVATED STATUSES

*There shouldn't be any people assigned to statuses or substatuses that have been deactivated or shouldn't be used. If there are, they need to be reassigned to an active status or substatus to avoid being dropped from many reports. All people should always be moved out a status or substatus before it is deactivated.*

Found 23 people in **Attends another church as well**.

Found 69 people in **DELETE**.

Found 419 people in **DELETE Guest**.



### MIXED STATUS HOUSEHOLDS

*Status should reflect a person's level of engagement in the church. Even so, you don't want to set a person's status individually. It should reflect their immediate family's whole engagement, except in special cases like Member. If a child is a Guest/Visitor, then their parents should be too. If Mom is an Attendee, then the kids and Dad should be too. No one in the family is involved anymore, all should be Dropped. Enforcing this practice allows leadership to understand the congregation in terms of families, which is more natural than isolated individuals.*

Found 751 people in 222 households containing a **Newcomer** but someone else in the household had a status other than Newcomer.

In many of these cases, the children have qualified as **Attendee** but the parents remain as a **Newcomer**. Naturally, this is impossible. If the kids are attending, then the parents are too.

Recommend that everyone be evaluated for engagement. If high enough, move all family members to **Attendee** status. Of the remaining people that still qualify as Visitor, move all immediate family members to **Newcomer**.

**FILE: Mixed Newcomer Households.xlsx**

Found 684 people in 178 households containing a **Member** but someone else in the household had a status other than Member.

This is an acknowledged practice that the non-Member immediate family of a Member are left in various statuses such as **Attendee**, **Newcomer**, **Guest**, etc.

Recommend the adoption of a **Member Family** status to hold the immediate family of a Member. That way everyone in that family has one of two statuses: **Member** or **Member Family**. This makes for easy reporting on **Member** families by using those two statuses.



## DECEASED PEOPLE

*When a person dies, best practice is to leave them in their original household, change their position to **Other**, purge any personal email address & phone they may have on their profile, set the status date to the day they died and enter a status comment of "Former husband/wife/child of ...". This ensures they won't be accidentally contacted by the church, be returned in reporting and preserves the knowledge of who they were related to.*

Found total of **44** Deceased without a position of Other that can be repaired automatically.

Found total of **10** Deceased with a personal phone number that can be deleted automatically.

Found total of **21** Deceased with a personal email address that can be deleted automatically

**FILE: DIA Results.xlsx – Deceased sheet**



## MISSING STATUS DATE

*Status Date is an optional value in Fellowship One but is a valuable one. It usually denotes the date the person achieved that status. The best practice is to always update the date when the status is changed. The church will have to provide business rules and other data to examine to figure out what the date should be when missing. At least it should spur changes in procedures to ensure status dates are captured for all records created in the future.*

Found **1,643** people that did not have a Status Date.

These can all be automatically assigned the **First Record** date per your request. This is a relatively low number given the total number of people in the database. Well done.

**FILE: DIA Results.xlsx – Profile Repairs sheet**



## NEW FROM WEBSITE, NEW CHECKIN & NEW FROM SMALL GROUP

*These statuses are automatically assigned to people that are newly added to Fellowship One. They are intended to be temporary until the church can reassign those people into a more permanent status according to the process rules of the church. If they are any people found in one of these statuses, they should be reassigned.*

Found **0** of these people.

It's clear that these are being resolved on a consistent basis given the large number of records in F1. Well done!



## DUPLICATE INDIVIDUALS

*It's easy to create duplicate individuals in F1 because there are no checks for existing people with similar data when entering new people. So a candidate set of potential duplicates will be produced based on similar names. Those will need to be manually reviewed and merged together if it is decided they are duplicates.*

Found **474** individuals that are very highly likely to have a duplicate record.

That's 1.9% of your records. Normal is between 0.5% - 1.0%. That's very close and quite commendable. This problem that will take 3 weeks to clean up. The good news is that my team is very experienced on how to do these efficiently and accurately.

**FILE: DIA Results.xlsx - Duplicate Individuals sheet**

## HOUSEHOLD POSITION/ROLE ISSUES



### HOUSEHOLDS WITHOUT A HEAD

The best practice is for every household to have 1 person marked as Head. If a household exists without one, it should be considered a mistake and corrected. In some cases a church will create an all children household when the parents are not known. This can work but it is always preferable to have at least one guardian's name in the database assigned to a Non-Attender status in the Inactive group if necessary.

Found 949 households without a Head that can be repaired automatically. Found another 456 that need to be reviewed manually.

Most of the households that couldn't be repaired consisted of only children younger than 18 with no parents in them. **I would recommend that parent information always be captured** when new children are entered. Set their status as **Non Attender** if necessary.

**FILE: Households without Head.xlsx**

**FILE: DIA Results.xlsx – Profile Repairs sheet**



### MULTIPLE HOUSEHOLD HEADS OR SPOUSES

The best practice is to have at most 1 head and 1 spouse in a household. When 2 or more heads or spouses exist, it can create problems for many reports and workflow processes. It is generally a mistake to have this condition and should be corrected. Each adult couple should have their own household. Adult children should split out.

Found 53 households that have multiple Heads or Spouse that need to be manually reviewed.

This count is relatively low but should reviewed and corrected.

**FILE: Households with Multiple Heads-Spouses.xlsx**



### POSITION INCORRECT / MISMATCHED

The People Audit tool checks for several conditions in which a person's household position/role is incorrectly set including:

- Minor Children set as a Head. Not recommended.
- Missing Parents set as a Child or Other
- Deceased people still set as Head
- Husbands set as Spouse and Wives set as Head

Found 1,257 people with a position that is incorrect for their situation. All can be repaired automatically.

**FILE: DIA Results.xlsx – Profile Repairs sheet**

Found 4 people whose position does not align with their marital status and will require manual review.

**FILE: DIA Results.xlsx – Manual Review sheet**



### SEPARATED COUPLE

When a Head or a Spouse in the same household have a marital status of Separated or Divorced, that could mean they have recently remarried or they have recently split up. When they have remarried, their marital status should simply be changed to Married. If separated or divorced, they should be split into two different households.

Found 26 households where the Head or Spouse has a suspect marital status. Will require manual require to know how to repair.

**FILE: DIA Results.xlsx – Manual Review sheet**



## UNVERIFIED PRIMARY ADDRESSES

*Fellowship One contains a tool that verifies whether an entered address is a known, valid address. When the address is verified, the church can be sure that all the components necessary for a successful mailing exist. When an address is not verified, vital pieces could be missing or values such as city, state and postal code don't support each other. Any unverified addresses should be verified or marked as Mail Returned/Incomplete.*

Found **2,933** Unverified Addresses. Most can be successfully verified in bulk or confirmed by the USPS it is invalid and marked as Mail Returned/Incorrect.

**FILE: DIA Results.xlsx –Addresses sheet**



## NAME ISSUES

*People's names should be entered using a standard mixed case format where the first letter is upper case and the remaining letters are lower case. Sometimes a user doesn't take the effort to do this and enters everything as upper case or lower case. Others put goes by name in the first name field. Some put a suffix in the last name field. Some put funny characters in either name field. All of these conditions should be corrected.*

Found **172** First Name issues that can be repaired automatically. Found another **5** issues that need to be reviewed manually.

Found **860** Middle Name issues that can be repaired automatically. Found another **0** issues that needs to be reviewed manually.

Found **179** Last Name issues that can be repaired automatically. Found another **9** issues that need to be reviewed manually.

Found **1** Former Name issues that can be repaired automatically. Found another **0** issues that needs to be reviewed manually.

Found **57** Goes By Name issues that can be repaired automatically. Found another **3** issues that need to be reviewed manually.

Found **63** Suffix Name issues that can be repaired automatically. Found another **1** issues that need to be reviewed manually.

**FILE: DIA Results.xlsx – Manual Review sheet**

**FILE: DIA Results.xlsx – Profile Repairs sheet**



## PREFIX NAME ERRORS

*The prefix is the Mr., Mrs., Ms. Type information. Many times the correct prefix can be set using the gender, the DOB and the marital status. The DIA tool can also check for prefix – gender disagreements such as using Mr. on a Female or Mrs. on a Male.*

Found **16,092** Prefix Name issues that can be repaired automatically.



## DATE OF BIRTH ISSUES

*Date of Birth is one of the critical fields in a person's profile because that's only way to know a person's age. WebForms, Check-In and many reports tailor their results based on the age of the person. Every effort should be made to obtain this vital piece of information. If you find many are missing, review your procedures to identify every place a person can be added to F1 and without asking for a DOB.*

Found **3** people that have the year 1900 or 1796 for their DOB. These can be deleted automatically.

**FILE: DIA Results.xlsx – Profile Repairs sheet**

Found **5** people that have a DOB in the future.

Found **5** people that have a mismatch of a child's DOB with an adult position & marital status.

Found **7,640** people missing a DOB.

**FILE: DIA Results.xlsx – Manual Review sheets**



## GENDER ISSUES

*Gender is a key field that supports demographic analysis of your data and targeted communication to all Men or Women. You should collect this basic piece of data every time a new person is created in F1.*

Found **1,245** people either missing a Gender or has the wrong one that can be assigned automatically.

**FILE: DIA Results.xlsx – Profile Repairs sheet**

Found **618** people missing a Gender that can't be confidently determined.

Suggestions are provided in the Comments column of the file below when available.

**FILE: DIA Results.xlsx – Manual Review sheet**



## MARITAL STATUS ISSUES

*Marital Status is another of the basic demographic fields that should be captured to support demographic analysis reporting and targeted communication to all Married, Single or Separated/Divorced people. Without it, you don't know a key piece of their life stage and story. Many times a missing value can be determined via other information that is already available on a person's profile. The tool also compares the marital status to other fields such as Gender, Prefix and the First Name to ensure all are in alignment with each other. If they are not, sometimes it is the marital status that needs to be adjusted to match.*

Found **3,951** people can be repaired or assigned automatically. Found another **3,133** people missing a marital status that could not be confidently determined.

10,150 of these repairs are switching Child/Youth to Single for children per your selected policy. If you choose to use the default Child/Youth marital status instead, there would be 3,590 updates.

**FILE: DIA Results.xlsx – Profile Repairs & Manual Review sheets**

Found **4** people that have a Household Position – Marital Status mismatch that could not be resolved and will require manual review.

**FILE: DIA Results.xlsx – Manual Review sheet**



## OLD CHILDREN

*When a person is set as a Child in the household but the age is older than your established age for a child, that indicates it's time to split that person into a household of their own with a marital status of "Single". Up and out!*

Found **540** people meeting this condition that can be split out automatically.

Your selected age for being split out was 19 years old. They need to be split into their own household so that they can be evaluated on their own merits when performing a Promotion/Demotion analysis.

**FILE: DIA Results.xlsx – Old Children sheet**

## PHONE NUMBER ISSUES



F1 doesn't enforce a phone number format at all. This usually leads to a lot of inconsistency in the phone number values. The Data Integrity Auditor can evaluate the key phone number values and correct the following basic mistakes:

- Strip out all non-numeric characters unless there is an 'x' for an extension
- Drop the leading '1' if someone entered 11 digits
- Format the number to "999-999-9999"

If the phone number doesn't conform to the "999-999-9999" pattern and can't be corrected, it will be flagged for manual review.

Found 2,074 Home Phone issues that can be repaired automatically. Found another 17 issues that need to be reviewed manually.

Found 1,522 Mobile Phone issues that can be repaired automatically. Found another 16 issues that need to be reviewed manually.

Found 195 Work Phone issues that can be repaired automatically. Found another 4 issues that need to be reviewed manually.

Found 142 Emergency Phone issues that can be repaired automatically. Found another 13 issues that need to be reviewed manually.

Found 138 Phone Numbers that are missing an Area Code. These can be repaired automatically using your provided 3-digit area code to be prepended to the existing 7 digits all of these.

**FILE: DIA Results.xlsx – Profile Repairs & Manual Review sheets**



## EMAIL ISSUES

F1 does enforce a basic format on all entered emails in the style of something@something.(com,net,org,etc.). It however does not enforce any capitalization rules so the values can be entered all upper case or mixed case. The People Auditor tool will enforce an all lower case standard format. It can also detect some invalid email formats that F1 will let through.

A Home Email should be added when an adult in the family has an email address and someone else in the family does not. That way, everyone in household can be emailed directly using the F1 email tools. Without a home email, an emailed person without a personal email would be skipped even though other adults in the family have one. Any home email added will have a comment indicating who it belongs to.

Found 2,143 Home Email issues that can be repaired automatically. Found another 1 issues that need to be reviewed manually.

Found 2,133 Personal Email issues that can be repaired automatically. Found another 8 issues that need to be reviewed manually.



## UNWORKED CONTACTS

If you're using the Contacts feature, have created several follow-up contacts but they have just been sitting there, never worked... those should be mass closed to get them out of the field of view. Need to ensure each contact created is assigned to the correct Ministry with the correct portal user that knows what to do when it is received. It's fairly clear from these results, contacts have never been used properly.

Found 293 contacts that were opened over 30 days ago and have never been worked

Found 367 contacts that were opened over 90 days ago and have never been completed (closed) after receiving some initial work

Dan Gisel & Nick Durr are the primary offenders.

**FILE: Unworked Contacts.xlsx**



## DUPLICATE ORGANIZATIONS

*Duplicate organizations/companies can be also be created in F1 because there are no checks for existing businesses with similar data when entering new ones that gave to your church. So a candidate set of potential duplicates will be produced based on similar names. Those will need to be manually reviewed and merged together if it is decided they are duplicates. To merge, all contributions from one organization have to be reassigned to the other (and switching the Account/Routing selection to the one owned by the master record for check gifts) and then inactivate the empty one.*

Found 9 organizations that appear to be duplicated. These will have to be resolved manually.

**FILE: DIA Results.xlsx – Duplicate Organizations sheet**



## MULTIPLE CHECKING ACCOUNT OWNERS

*When one checking account/routing number pair is assigned to multiple people AND it is not marked as a shared account, that can prevent the Contribution Scanning Application from automatically crediting a check gift to the correct contributor. Generally, 1 person, household or organization should be assigned to each unique checking account/routing number pair. The presence of this condition can mean that duplicate people records exist, a husband and wife exist in F1 in separate households OR a check has been credited to the wrong person.*

Found 135 Account-Routing number records out of 4,429 not marked as Shared that are owned by multiple households.

Many of these clearly should be marked as Shared because the same account number is owned by many, many different households.

**FILE: Multiple Account Owners.xlsx**



## CHECKS CREDITED TO SOMEONE THAT DOESN'T OWN THE ACCOUNT NUMBER

*Each check gift is associated with an account/routing number record in F1. Each of those number records is owned by a household, individual or organization. When the check gift is credited to someone that doesn't also own the underlying account/routing number record, it usually means the gift was credited to the wrong person.*

Found 12 check gifts recorded in the past 6 months in this condition.

**FILE: Gift Owner != Account Owner.pdf**

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## CHURCH CHAMPIONS CAN HELP

### DUPLICATE CLEANUP

It may be determined that the data already present in Fellowship One requires significant cleanup which may take the form of:

- Removing duplicates using the Merge feature within Fellowship One
- Reclassifying people with a System status to a permanent status

This type of work can be performed at a rate of \$1.10 per record resolved and invoiced every two weeks. A status report will be provided describing a summary of the records that were changed once a month.

## REMOTE CHAMPION SERVICES

This will be as needed F1 Champion services to do any/all of the following:

- Design/revise processes to avoid data issues and comply with best practices
- Document those new processes so people will have a written guide to follow
- Train local team members using remote technology tools to execute the new processes correctly.
- Answer questions as they arise from any member of the Champion Team
- Design/buildout of new reports as needed

This type of work is invoiced every 2 weeks at a rate of \$9.50 per tenth of an hour for the time spent working on church tasks. This can include a maximum number of hours spent every 2 weeks if needed.