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| **Data Field Name** | **Example** | **Description** |
| ID | 1 | Self-explanatory. |
| Program.Code | HD | This is a very granular code that describes where the trip went and what it did. HN, for instance, is a history program that runs in New York. |
| From.Grade | 8 | This is the lowest grade in school of a participant on that program. |
| To.Grade | 8 | This is the highest grade in school of a participant on that program. |
| Group.State | IN | This is the two-letter designator for the state in which the originating school is located. OTHER stands for rare geographies that appear in the data only once. |
| Is.Non.Annual. | 1 | 1/0 indicating if the group from this school typically skips a year in between programs. These will rarely repeat the very next year. |
| Days | 3 | The number of days the group was on the program and with one of the instructors. |
| Travel.Type | A | Mode of travel from the originating school location to the starting location of the program (A = Air, B = Bus, T = Train). |
| Departure.Date | 2/19/2011 | The date that the group left its originating school. |
| Return.Date | 2/21/2011 | The date the group returned to its originating school. |
| Deposit.Date | 10/20/2010 | The date by which registrants are supposed to have at least an initial deposit in prior to departure. The time in the school year when certain events occur can be important; for instance, there are no deposit dates in the summer since no one would be around to act on them. |
| Special.Pay | NA | The most important of these are school accounts (SA). That means that, contrary to the usual practice, the teacher collects all of the money and then remits it in bulk to STC. The normal arrangement is STC handling all of the cash collection from parents/students. |
| Tuition | 1174 | This is the price it costs each full-paying participant (FPP) to go on the program. West-coast air trips are more expensive per person than midwestern bus groups. |
| FRP.Active | 72 | FRP is the full refund program. This is the number of FPPs on the trip who bought trip-cancellation insurance. |
| FRP.Cancelled | 13 | This is the number of FPPs on the trip who bought trip-cancellation insurance, but then cancelled it. |
| FRP.Take.up.percent. | 0.6857 | This is the percentage of the FPPs who bought the FRP and ended up paying for it. |
| Early.RPL | 3/2/2010 | This is the date that the first communication went out to the group. Often this can be 12 to 18 months before the trip actually departed. |
| Latest.RPL | 8/10/2010 | This is the date that the last communication inviting people to join the group went out. Often this can be 6 to 9 months before the trip actually departed. |
| Cancelled.Pax | 15 | This is the number of passengers who signed up with a $100 deposit but then cancelled before the group departed. |
| Total.Discount.Pax | 7 | This is the total number of extra passengers who went along without paying full price (or typically anything). These would be the chaperones and the teachers. |
| Initial.System.Date | 3/2/2010 | This is the date when the teacher first agreed to get this trip organized. It is typically the earliest of the dates relative to group activities. |
| Poverty.Code | A | Poverty code for the area in which the originating school (and by extension, most of the parents who will be paying for the trip) resides based on estimated percentage below the poverty line. A is 0 to 5.9, B is 6 to 15.9, C is 16 to 30.9, D is 31 or more, E is unclassified, Space if DISTCLASS = U (Supervisory Union). |
| Region | Other | This is a larger aggregation of state areas. Some large states, like California, are their own region. Others are combined. |
| CRM.Segment | 1 | This is a type of school code used in the customer-relationship-management (CRM) system to describe the school. The codes are numbered 1–11 but are in no particular order; proprietary, but it is a designation of a customer type that may be helpful. |
| School.Type | PUBLIC | Public or private. |
| Parent.Meeting.Flag | 1 | 1/0 indicating whether a parent meeting was held. These are typically strong indicators of parent engagement and of a teacher who understands that these can be important to successfully organizing one of these out-of-school programs. |
| MDR.Low.Grade | 7 | This is the lowest grade in the originating school. |
| MDR.High.Grade | 8 | This is the highest grade in the originating school. |
| Total.School.Enrollment | 955 | This is the total enrollment of the school (to differentiate big schools from little ones). |
| Income.Level | P | Like poverty code, an indication of ability of parents to pay for these programs. A is lowest, Q is highest, Z is unclassified. |
| EZ.Pay.Take.Up.Rate | 0.2286 | This is a % of the FPPs that sign up for an automatic bank draft installment plan. |
| School.Sponsor | 0 | This is an indication (1/0) of whether or not the school is officially sponsoring the trip. Mostly, though these programs draw from the same school, they are typically run independently. |
| SPR.Product.Type | East Coast | A high level of aggregation of the very granular tour types. |
| SPR.New.Existing | EXISTING | EXISTING means that the group has traveled with STC before—most often the year before. NEW, with few exceptions, means that the school has never traveled before with STC. |
| FPP | 105 | This is the actual number of FPPs who went on the trip. |
| Total.Pax | 112 | This is the actual number of total passengers (including chaperones and teachers) who went on the trip. |
| SPR.Group.Revenue | 125735.4 | This is the total amount paid for all of the participants to go on the program from that group. |
| NumberOfMeetingswithParents | 0 | Number of meetings with parents prior to the trip. |
| FirstMeeting | 11/18/2010 | The date of the first meeting with parents (NA if none held). |
| LastMeeting | 11/28/2010 | The date of the last meeting with parents (NA if none held, may be same as the first meeting if only one meeting was held). |
| DifferenceTraveltoFirstMeeting | 93 | The number of days from the first parent meeting to travel date. |
| DifferenceTraveltoLastMeeting | 103 | The number of days from the last parent meeting to travel date. |
| SchoolGradeTypeLow | Elementary | The lowest grade type in the school. |
| SchoolGradeTypeHigh | Elementary | The highest grade type in the school. |
| SchoolGradeType | Elementary->Elementary | Combination of the above denoting the type of school. |
| DepartureMonth | January | Month of departure. |
| GroupGradeTypeLow | K | The lowest grade type in the group that travels. |
| GroupGradeTypeHigh | Elementary | The highest grade type in the group that travels. |
| GroupGradeType | K->Elementary | Combination of the above denoting the type of the group that travels. |
| MajorProgramCode | H | Aggregation of the granular program code; the first letter of the program code. |
| SingleGradeTripFlag | 1 | Indicator for the trip taken by a group comprising students from the same grade. |
| FPP.to.School.enrollment | 0.06364617 | The ratio of FPP to school enrollment. |
| FPP.to.PAX | 0.93650794 | The ratio of FPP to total PAX on the trip. |
| Num.of.Non\_FPP.PAX | 4 | The number of PAX who are not FPP. |
| SchoolSizeIndicator | L | A label for the size of the school (S, M, L, S-M, M-L), by quintiles of sizes. |
| Retained.in.2012. | 1 | THIS IS THE 1/0 SUCCESS METRIC WE ARE TRYING TO PREDICT—DID THE GROUP ACTUALLY RETURN THE NEXT YEAR? |