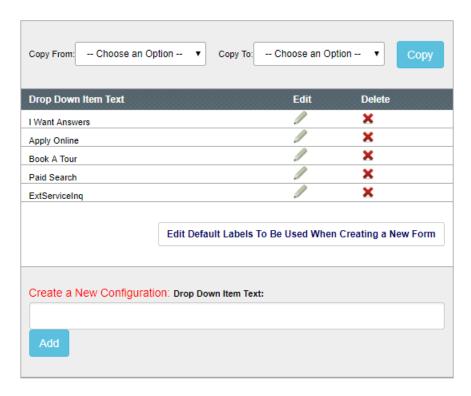
Campus Café Open API

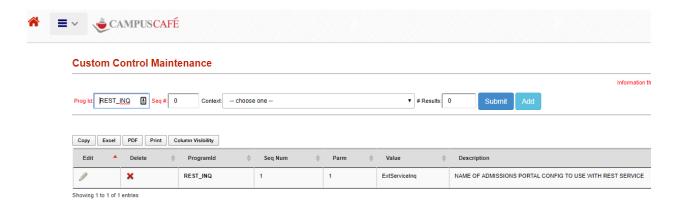
Campus Café exposes an open application programming interface (API). With this API, software developers can create automated services to send to and retrieve data from Campus Café directly. Campus Café's Open API adheres to REST syntax and semantics using JavaScript Object Notation (JSON) and Hypertext Transfer Protocol (HTTP) actions, such as POST, GET, DELETE, etc.

Inquiries API

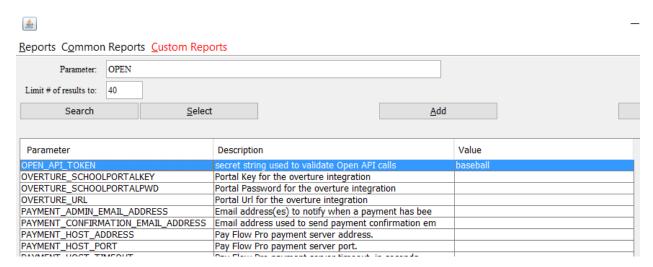
Campus Café accepts inquiry data through it's Open API. In this document, an inquiry is defined as a prospective student who has expressed interest in the given school and should be contacted to begin the process of applying. The Inquiries API relies upon the Admissions Portal Configuration feature. Although the Inquiries API does not provide a user interface, it is necessary to configure a portal to set the appropriate major codes available, entering semesters available, and defining required Fields.



For more information regarding the Admissions Portal, Admissions Portal Configuration, and related topics, please see the document "Campus Café Admissions documentation". Once the portal configuration has been completed, it is possible to set the Custom Control 'REST_INQ' to the name of the default REST portal configuration.



The Final configuration step in Campus Café provides a security feature to ensure that request data is being sent from a legitimate source. In the Campus Café client, an administrator navigates to 'System Admin'->'Webapp Config'. In this interface, search for OPEN_API_TOKEN and save a secret value. This value will be embedded into API requests. Note that webapp config values require a server restart.



Available Inquiry Data Fields

The values collected for an inquiry include the following:

- First Name
 - o Field name firstName
 - Max length 25 characters
- Last Name
 - o Field name lastName
 - Max length 50 characters
- Email Address
 - o Field name emailAddress
 - Max length 60 characters
- Phone Number (mobile)
 - o Field name: phoneNumber

- Max length 25 characters
- Inquiry Source (marketing source)
 - o Field name: inquirySource
 - Max length 10 characters
- Lead Url
 - o Field name: leadUrl
 - Max length none
 - See next section for more information.
- Major (as coded in Campus Café)
 - o Field name: majorCode
 - Max length 10 characters
- Entering Semester (as coded in Campus Café)
 - o Field name enteringSemester
 - Max length 6 characters, digits only
- Address
 - Street Address Line 1
 - Field name: streetAddress1
 - Max length: 50 characters
 - Street Address Line 2
 - Field name: streetAddress2
 - Max length 50 characters
 - Street Address Line 3
 - Field name streetAddress3
 - Max length 50 characters
 - City
 - Field name: city
 - Max length 25 characters
 - > State
 - Field name state
 - Max length 2 characters
 - Zip Code
 - Field name zipCode
 - Max length 15 characters
 - Country
 - Field name country
 - Max length 20 characters

LEADURL FIELD

If a value of leadUrl is passed into the Open API form, Campus Café will look for an included tracking record in Admissions Portal Config with a trigger name of LEADURL. The record must be checked as included and be placed in a tab at a location to be included on the form.

The tracking record will be added with a the entire leadUrl value stored in the tracking record's comment box. Additionally, the leadUrl will be parsed to find any parameters in the url. Each parameter

key will look for an included tracking record with a trigger equal to the parameter key. If the key begins with utm_ (case insensitive) that portion of the key will be removed. If a trigger is found, that tracking record will be added with that parameter's value in the comment 1 field if it's 75 characters or less. It will be added to the comment box if greater than 75 characters.

Since triggers can only be 10 characters long, the parameters in the leadUrl must only be 10 characters long (excluding the utm_).

As an example, if a leadUrl of "https://school.com?place=X&utm_time=6&utm_how=call" is passed in, there could be 4 tracking records added when the form is submitted, with comments added based on the following triggers:

```
leadUrl: https://school.com?place=X&time=6&how=call
place:X
time:6
how:call
```

Open API URL

Campus Café's Open API Inquiry URL takes the following form:

https://campusCafeUrl.com/cafeweb/openAPI/v1/inquiries?portalConfig=Ex
tServiceInq&token=baseball

Web Form Data Format

Campus Café accepts these values transmitted via an HTTP POST action. In constructing an HTTP request, Campus Café will accept a single inquiry in the form of HTTP web form data. Below is a test web form, which can be used in a Hypertext Markup Language (HTML) document to deliver inquiry test data.

```
<form action="https://campusCafeURL/cafeweb/openAPI/v1/inquiries"</pre>
     method="POST">
     <input type="hidden" name="token" value="baseball" />
     <input type="hidden" name="leadUrl"</pre>
value="https://www.myschool.com/thisform?utm medium=med&utm source=goo
gle&utm campgn=548&utm conten=778&utm term=online%20learning%20in%20so
cial%20studies&gclid=KOFS 34 3423KI"/>
     <label for="firstName">First Name:</label><input type="text"</pre>
           name="firstName" id="firstName" /><br />
     <label for="lastName">Last Name:</label><input type="text"</pre>
           name="lastName" id="lastName" /><br />
     <label for="emailAddress">Email Address:</label><input</pre>
           type="text" name="emailAddress" id="emailAddress" /><br />
     <label for="phoneNumber">Phone Number:</label><input type="tel"</pre>
           name="phoneNumber" id="phoneNumber" /><br />
     <label for="inquirySource">Inquiry Source:</label><input</pre>
```

```
type="text" name="inquirySource" id="inquirySource" />
           <br />
     <label for="majorCode">Major Code:</label><input type="text"</pre>
           name="majorCode" id="majorCode" /><br />
     <label for="enteringSemester">Major Code:</label><input</pre>
           type="text" name="enteringSemester"
           id="enteringSemester"/><br />
     <label for="streetAddress1">Street Address 1:</label><input</pre>
           type="text" name="streetAddress1" id="streetAddress1" />
           <br />
     <label for="streetAddress2">Street Address2:</label><input</pre>
           type="text" name="streetAddress2" id="streetAddress2" />
           <br />
     <label for="streetAddress3">Street Address3:</label><input</pre>
           type="text" name="streetAddress3" id="streetAddress3" />
           <br />
     <label for="city">City:</label><input type="text" name="city"</pre>
           id="city" /><br />
     <label for="state">State:</label><input type="text" name="state"</pre>
           id="state" /><br />
     <label for="zipCode">Zip Code:</label><input type="text"</pre>
           name="zipCode" id="zipCode" /><br />
     <label for="country">Country:</label><input type="text"</pre>
           name="country" id="country" /><br />
     <input type="submit" value="Submit"/>
</form>
```

The common model for delivering web form data is via a set of name/value pairs within he HTTP request. Note that this form of inquiry POST requires that the "application/x-www-form-urlencoded" must be set within the request header Field Content-Type.

JSON Data Format

Sample raw body value:

Campus Café will also accept one or more inquiry records in the form of a JSON array (note: even a single record must be sent in an array). JSON data is also sent to the Open API URL described above. When this means of data delivery is used, the HTTP Request Content-Type must be set to "application/json". The data payload should be set in the HTTP request body as raw data.

```
[
    "firstName":"Thomas",
    "lastName":"TestStudent",
    "emailAddress":"tteststudent@email.com",
        "phoneNumber":"7778884444",
        "inquirySource":"web-ad",
        "majorCode":"CIS",
```

Open API Inquiries Returned Data

Campus Café provides a response to inquiry API requests that includes information regarding the inquiry data save results. The response returns a set of counts for the various results of each inquiry import attempt.

- The field date provides a timestamp of the inquiry process response.
- The field totalRecordCount returns the total number of records processed.
- The field holdingRecordCount returns the total number of records that have been placed into the Campus Café Admissions Holding Table because one or more inquiries may have collided with existing inquiry records.
- The field directlyUpdatedCount returns the total number of records that were located in Campus Café and updated with current inquiry information.
- The field insertedRecordCount returns the total number of inquiry records saved to Campus Cafe.
- The field duplicateRecordCount returns the total number of records identified as duplicate inquiry records.
- The field unknownRecordCount returns the total number of records that cannot be identified during the inquiry process.
- The field failedRecordCount returns the total number of records that have failed to be imported.
- The field messages includes any error message information that may have been generated during the import process.

```
{
    "date":{
        "year":2018,
        "month":6,
        "dayOfMonth":20,
        "hourOfDay":10,
        "minute":57,
        "second":26
},
```

Retrieving Valid Major Codes and Entering Semesters

Campus Café's Open API Inquiry portal expects major code and entering semester values to match internal values. To accommodate automated communication of legitimate values available, Campus Café offers two additional REST URLs.

Major Codes

https://campusCafeURL/cafeweb/openAPI/v1/majorCodes?portalConfig= ExtServiceIng&token=baseball

This URL is sent via the HTTP GET method and the portalConfig parameter matches the configured REST_INQ value, as described above. Campus Café returns an array of major degree codes configured for the portal. Returned values are set in a JSON array.

Sample return value:

```
"CIS",
"MBAO"
```

Entering Semesters

 $\underline{https://campusCafeURL/cafeweb/openAPI/v1/enteringSemesters?portalConfig=ExtServiceInq\&token=baseball}$

his URL is sent via the HTTP GET method and the portalConfig parameter matches the configured REST_INQ value, as described above. Campus Café returns an array of entering semester codes configured for the portal. Returned values are set in a JSON array.

Sample return value:

```
[
201813,
```

```
201814,
201815
```

Using these service calls, the developer may validate incoming inquiry data to Campus Café to ensure correct values are selected.

Campus Café provides a REST API request collection for testing the Campus Cafe Open API.