ANALYTICS USER GUIDE

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I. LOG IN

1. To access Analytics, you must first be on the GW network. If you are physically at a GW location, you should be able to reach the launch page without using VPN. If you are at a remote location, you must be signed on through a GW VPN profile so that you are on the GW network.

2. Once you are on the GW network, open the Internet Explorer browser and enter: https://etsanalytics.it.gwu.edu/Default.aspx?PORTALID=GWANALYTICS

3. You will see the following log in page:

   ![Login Page](image)

4. Your Username will be your GW Net ID (portion of your GW email address before @gwu.edu). Please contact Leah Kaba at lkaba@gwu.edu or Lauren Bain at lbain@gwu.edu for the initial log on password.

5. You will be prompted to update your password the first time you log in. Analytics has the following password requirements:

   ![Password Requirements](image)

   If you require a password reset or any other user updates, please contact:
   a. Leah Kaba at lkaba@gwu.edu or 571-553-1910
   b. Lauren Bain at lbain@gwu.edu or 571-553-0159
6. Once you enter your username and password, click the blue arrow to proceed.

7. Another window will open. Click on the “Analytics” icon to launch the application. You will also see a “Reports” icon, but will not need to use this icon.
II. DASHBOARD PANEL

II.A. DASHBOARD PANEL CONTENTS

The Dashboard Panels appear on the GWU Analytics main page and include fiscal year to date (FYTD) data for the current year and full fiscal year data for the past two years. Fiscal year dates are noted on the X-axis of each panel and start with “A”, meaning “Actuals”. For example, FY20 shows as “A2020”.

There are eight transaction types used on the Dashboard Panels. Certain transaction types may be used on multiple Panels.

- **Gifts and Pledge Payments** – This category captures donor payments. The donor payment information flows from Advance.
- **Transfers to Endowment** – This category captures internal GW funds transferred into the endowment as well as endowment inflows resulting from termination of a split-interest agreement.
- **Reinvested Endowment Payout** – This category captures all payout reinvestments, whether the reinvestment was manually requested or was automatically triggered by a threshold or donor agreement.
- **Market Value Allocated to Payout** – This category captures payout which is distributed from market value and made available for spending based on the approved annual payout rate.
- **Investment Return** – This category captures all market gains or losses.
- **Spending – Transfers** – This category represents spending that was processed as a reimbursement back to the non-endowment school / division org where the expense was initially incurred.
- **Spending – Direct Payments** – This category represents spending that was paid directly from the endowment (does not flow through to a non-endowment school / division org). Stipends and scholarships are included in this category.
• **Adjustments to Unspent Payout** – This category is used infrequently in the event a transfer of payout is needed between endowment funds.

Each panel is designed such that transaction types which add to the value will show as positive and transaction types which subtract from the value will show as negative.

• **Change in Corpus** – Gifts and Pledge Payments, Transfers to Endowment Fund, and Reinvested Endowment Payout all are normally positive because they increase the corpus.

• **Change in Market Value** – Gifts and Pledge Payments, Transfers to Endowment Fund, and Reinvested Endowment Payout all are normally positive because they increase the market value. Market Value Allocated to Payout is negative because it decreases the market value. Investment Return may be either positive or negative, depending on market conditions.

• **Change in Unspent Payout** – Market Value Allocated to Payout is positive because it increases available payout. Spending – Transfers, Spending – Direct Payments, and Reinvested Endowment Payout are negative because they decrease available payout. Adjustments to Unspent Payout may be either positive or negative.

II.B. DASHBOARD PANEL REFRESH TIMING

• The Dashboard Panels will be refreshed on or around the 6th business day after each month end to include the prior month’s cumulative FYTD information. For example, November data/transactions will be imported into Analytics on or around the 6th business day of December.

• The Dashboard Panels will be refreshed with June through September data once the annual audit is complete (generally in early October). See monthly schedule below:

<table>
<thead>
<tr>
<th>Month of Data</th>
<th>Refresh Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>October (once audit is complete)</td>
</tr>
<tr>
<td>August</td>
<td>October (once audit is complete)</td>
</tr>
<tr>
<td>September</td>
<td>October (once audit is complete)</td>
</tr>
<tr>
<td>October</td>
<td>November (~6th business day)</td>
</tr>
<tr>
<td>November</td>
<td>December (~6th business day)</td>
</tr>
<tr>
<td>December</td>
<td>January (~6th business day)</td>
</tr>
<tr>
<td>January</td>
<td>February (~6th business day)</td>
</tr>
<tr>
<td>February</td>
<td>March (~6th business day)</td>
</tr>
<tr>
<td>March</td>
<td>April (~6th business day)</td>
</tr>
<tr>
<td>April</td>
<td>May (~6th business day)</td>
</tr>
<tr>
<td>May</td>
<td>June (~6th business day)</td>
</tr>
<tr>
<td>June</td>
<td>October (once audit is complete)</td>
</tr>
</tbody>
</table>
II.C. DASHBOARD PANEL FUNCTIONALITY

1. **Highlight a single Dashboard Panel transaction type** – Within each Dashboard Panel you may select to limit the view to a single transaction type. To do so, you must **deselect** the transaction types you do not want to show by clicking the transaction type in the Dashboard Panel’s legend area.

   - Dashboard Panel with all transaction types shown:

     ![Change in Corpus - Multi Year](image1)

   - Dashboard Panel with “Transfers to Endowment Fund FYTD” and “Reinvested Endowment Payout FYTD” deselected (transaction types turn light grey when deselected):

     ![Change in Corpus - Multi Year](image2)
2. **Zoom in on a Dashboard Panel** – The Dashboard Panel can be enlarged by clicking the magnifying glass with the “+” sign located at the top left of the panel.

- Click the magnifying glass with the “+”:

![Image of magnified chart]

- After clicking the “+” icon, a new window will open with an enlarged version of the chart:

![Image of enlarged chart]
3. **How to open values for transaction types** – You can drill down on the transaction types within a Dashboard Panel to review the underlying accounts and associated dollar values.

- To drill down, double click on the bar of the transaction type you wish to view:

![Graph showing annual values](image)

In this case “Transfers to Endowment Fund FYTD” has been selected.

- The annual values will appear in a new window as follows:

<table>
<thead>
<tr>
<th></th>
<th>A2018</th>
<th>A2019</th>
<th>A2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfers to Endowment Fund FYTD</td>
<td>73,382,893</td>
<td>16,907,269</td>
<td>3,213,844</td>
</tr>
</tbody>
</table>
• To expand the annual values to see the underlying accounts, select the triangle to the left of the transaction type name:

Note: The underlying accounts use their general ledger natural sign. Revenue/income will show as a negative (credit) and expenses/losses will show positive (debit).

4. How to review the dashboard panel for a single fund:

• To review the dashboard panels for a single endowment fund (not at the default “Grouper” level) select the drop down menu next to the “Fund” field on the main dashboard window pane:
• To expand the Grouper to see the underlying endowment funds, select the triangle to the left of the Grouper code and name, and then select the desired endowment to view:

• Once the endowment has been selected it will appear in the “Fund” field and the dashboard panels will update automatically with the data for the individual fund selected:
Analytics User Guide
The George Washington University

III. WORKSHEETS

III.A. WORKSHEET CONTENTS

The Worksheets within analytics are:

- **Corpus Rollforward – Current Year** and **Corpus Rollforward – Prior Years**
  - Corpus Beginning Balance
  - Gifts and Pledge Payments FYTD
  - Transfers to Endowment Fund FYTD
  - Reinvestment Endowment Payout FYTD
  - Corpus Ending Balance
  - Corpus Units

- **Balances Worksheet – Current Year** and **Balances Worksheet – Prior Years**
  - Units
  - Book Value
  - Market Value
  - Unspent Payout

- **Payout Rollforward – Current Year** and **Payout Rollforward – Prior Years**
  - Unspent Payout Beginning Balance
  - Market Value Allocated to Payout FYTD
  - Spending Transfers – FYTD
  - Spending – Direct Payments FYTD
  - Reinvested Endowment Payout FYTD
  - Release of Restrictions FYTD
  - Adjustments to Unspent Payout FYTD
  - Accumulated Unspent Payout
  - Units

Note: The Current Year version of each Worksheet will include partial year data / data as of the most recent month end, whereas the Prior Year version of each Worksheet will include full year data / data as of fiscal year end.
III.B. WORKSHEET DATA REFRESH TIMING

- Current Year Worksheets:
  - The refresh timing schedule for the current year Worksheets is consistent with the Dashboard Panel refresh timing schedule (see the “Dashboard Panel Refresh Timing” second of this document on page 5).
- Prior Year Worksheets
  - The prior year Worksheets will include full prior year activity (regardless of the month end through which data is included in the current year Worksheets).

III.C. WORKSHEET FUNCTIONALITY

1. **How to expand data to fund level:**

   - To open a Worksheet, click the name of the Worksheet you would like to view under the “Worksheets” heading.

When the Worksheet opens, the data will show in total by Grouper:

<table>
<thead>
<tr>
<th>U_EVPT - Executive Vice President &amp; Treasurer</th>
<th>Corpus Beginning Balance</th>
<th>Gifts and Pledge Payments FYTD</th>
<th>Transfers to Endowment Fund FYTD</th>
<th>Reinvested Endowment Payout FYTD</th>
<th>Corpus Ending Balance</th>
<th>Corpus Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,982,020.52</td>
<td>0.00</td>
<td>0.00</td>
<td>150,604.28</td>
<td>12,132,624.80</td>
<td>299,081.54</td>
<td></td>
</tr>
</tbody>
</table>

- To view the Worksheet at the individual endowment fund level, click the triangle to the left of the Grouper code name:

<table>
<thead>
<tr>
<th>EQ10007</th>
<th>Corpus Beginning Balance</th>
<th>Gifts and Pledge Payments FYTD</th>
<th>Transfers to Endowment Fund FYTD</th>
<th>Reinvested Endowment Payout FYTD</th>
<th>Corpus Ending Balance</th>
<th>Corpus Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>800,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>800,000.00</td>
<td>32,423.00</td>
</tr>
<tr>
<td>ET10392</td>
<td>16,221.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>16,221.00</td>
<td>2,111.00</td>
</tr>
<tr>
<td>ET10393</td>
<td>500,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>500,000.00</td>
<td>19,084.00</td>
</tr>
<tr>
<td>ET10394</td>
<td>11,950.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>11,950.00</td>
<td>502.00</td>
</tr>
<tr>
<td>ET10395</td>
<td>25,000.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>25,000.00</td>
<td>647.00</td>
</tr>
<tr>
<td>ET10542</td>
<td>7,355,431.57</td>
<td>0.00</td>
<td>0.00</td>
<td>150,604.28</td>
<td>7,506,035.85</td>
<td>187,833.12</td>
</tr>
<tr>
<td>ET10901</td>
<td>3,188,690.41</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>3,188,690.41</td>
<td>55,260.56</td>
</tr>
<tr>
<td>ET11041</td>
<td>38,785.72</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>38,785.72</td>
<td>544.43</td>
</tr>
<tr>
<td>ET11075</td>
<td>46,041.82</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>46,041.82</td>
<td>626.43</td>
</tr>
</tbody>
</table>
2. **How to expand an individual column within a worksheet:**

- To expand an individual column of the worksheet place your mouse on the line in between the columns until the double sided arrow appears:

![Image showing how to expand a column](image1.png)

- Then, drag to expand the column as necessary:

![Image showing expanded column](image2.png)
3. How to copy data and export data to Excel:

- To copy data from the Worksheet, highlight the data to export (or use CTRL + A to highlight all data), right click and select the option “Copy”. Then open Excel and paste the data. Using this method, the header row of the Worksheet will not copy.

- To export Worksheet data to Excel, highlight the data to export (or use CTRL + A to highlight all data), right click, select the option “Export to Excel”, and save the file to the desired location. Using this method, the header row will be copied.
4. **How to calculate payout to be allocated for the remainder of the fiscal year:**

- Payout to be allocated for the remainder of the fiscal year can be calculated by opening the “Payout Rollforward” and applying the following formula:

\[
\text{Units} \times \left( \frac{X}{12} \right) \times \text{Annual Payout Rate}
\]

- \(X\) = Number of remaining months in fiscal year
  - If September data is the most recent data included in Analytics, \(X\) would equal “9” as there are 9 more months when payout will be allocated in the fiscal year (October – June). Refer to monthly refresh announcement email to determine the most recent data included in Analytics.
  - **For example, to calculate the payout to be allocated for EQ10007 for the remainder of the FY20 fiscal year, when data through September 2019 has been imported into Analytics, the calculation would be as follows:**
    \[
    32,423.00 \times \left( \frac{9}{12} \right) \times 3.24 = 78,787.89
    \]
    - **Add this to the “Accumulated Unspent Payout” to arrive at the total amount available to spend during the remainder of FY20.**
    \[
    78,787.89 + 26,262.63 = 105,050.52
    \]
  - Remember, if there is a threshold on the fund, payout will be automatically reinvested each month and therefore will not be available to spend.
5. **How to review prior fiscal year data:**

- Open the desired “Prior Years” Worksheet
- At the top of the window, select the fiscal year you would like to review by selecting the drop down next to the field “TIME”

Once the desired fiscal year has been selected, the Worksheet will update with the selected year’s data.
IV. REPORTS

IV.A. TYPES OF REPORTS

There are two reports included in Analytics. The reports and their contents are:

- Fund Information:
  - Fund Number
  - Fund Name
  - Designated Purpose
  - Type
  - Payout Threshold – Indicates payout is automatically reinvested monthly
  - Reinvest Payout (Yes/No) – Indicates whether unused payout will be automatically reinvested at fiscal year end
  - Grouper Code
  - Subgrouper Code – Not used for all funds, so may show as blank

- Transaction Report – Includes transaction-level details of:
  - Gifts and Pledge Payments
  - Transfers to Endowment
  - Spending of Endowment Payout

IV.B. REPORT DATA PERIOD

- The data contained in the Reports is on a real time basis and is not limited to the prior month end date like the Dashboard Panels and Worksheets.

  To reconcile data contained in the Transaction Report to the Dashboard Panels and/or Worksheets, the transactions with a posting date later than the month that has been imported for the Dashboard Panels and Worksheets must be excluded. For example, if data through September 2019 has been imported into Analytics for the Dashboard Panels and Worksheets, exclude any transactions with a posting date after 9/30/2019 to tie the Transaction Report details to the Dashboard Panels and/or Worksheets.
IV.C REPORT FUNCTIONALITY

1. **How to run a Fund Information Report:**

   - Click on “Fund Information” under Report Viewer:

     ![Fund Information Report](image1)

   - The Fund Information Report can be limited to one or more specific “Fund Type” codes by using the checkbox next to each fund type in the drop down menu on the left:

     ![Fund Type Selection](image2)
• Once the desired Fund Types have been selected, click “Run Report” to generate a list of all endowments that match the Fund Types requested within your population of endowment funds:

• The Fund Information Report output will generate as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Fund Name</th>
<th>Designated Purpose</th>
<th>Type</th>
<th>Fund</th>
<th>Reclass</th>
<th>Reassign</th>
<th>Grouping Code</th>
<th>Sub-grouping Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC10007</td>
<td>THE NORMAL LEA AND MORIARTY FUND</td>
<td>Created in 1986 by gift of Morton and Norman Lea Funder; the income may be used for maintenance and renovation needs and/or operating costs of Funder Hall.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10392</td>
<td>GEORGE WASHINGTON UNIVERSITY GRADUATE ENDOWMENT FUND</td>
<td>Created by the Class of 1926 to be used for the acquisition of sites, erection of buildings and maintenance and purchase of equipment.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10393</td>
<td>SMITH CENTER MAINTENANCE-PLANT</td>
<td>Created in 1985 by gift of Charles E. Smith, the income to be used for improvements, beautification, maintenance and operation of the Charles E. Smith Center.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10394</td>
<td>NACUBO COST CONTAINMENT FUND</td>
<td>Est. in 1988 from first prize award of 1986 NACUBO Cost Reduction Incentive Awards Program, income to be used to defray expenses incurred by Plant employees on training for cost containment.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10395</td>
<td>MORTON ALUMNI LOUNGE</td>
<td>Established in 1994 by transfer of a prior year gift to the Alumni House Building Fund, the income is to be used for maintenance and repair of the Jack Morton Alumni Lounge.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10942</td>
<td>WORLD BANK SINKING FUND-QUARTERLY</td>
<td>Established in 1968 by transfer of fund balance from Parent Funds.</td>
<td>FACULTY</td>
<td>11,150,000</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET10901</td>
<td>THE LEHRER HEALTH AND WELLNESS FACULTY FUND</td>
<td>Theodore N. Leher committed $5,000,000, to be used to establish 2 endowed chairs for the Law School and a reserve for the maintenance of the Health and Wellness Building and its equipment and contents.</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET11041</td>
<td>SCHOOL WITHOUT WALLS PRINCIPAL'S FUND</td>
<td>By SIT request, est. Feb 07 w/ funds from Kreuger Lawsuit court costs award. The income will be provided to the principal of the School Without Walls. Payout should be coordinated with OCG. Est 2007. Facilities Management Office initiatives designed to conserve energy and promote a more environmentally-friendly campus.</td>
<td>INS_RES</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
</tr>
<tr>
<td>ET11075</td>
<td>CLASS OF 2007 CAMPUS GREEN FUND</td>
<td>FACULTY</td>
<td>0</td>
<td>No</td>
<td>0</td>
<td>U_EVPT</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. **How to run a Transaction Report:**

- Select “Transaction Report” under Report Viewer:

![GWU Endowment Worksheets & Reports](image1)

- Select the Report Type on the left hand side of the window pane that generates:

![Report - EVPT Transaction Report](image2)
• Once the Report Type is selected, click “Run Report”.

![Image of Report - EVPT Transaction Report]

• The Transaction Report output Report should generate as follows:

```
Transaction Report - Gifts and Pledge Payments
Transactions between 7/1/2019 and 6/30/2020

<table>
<thead>
<tr>
<th>Posting Date</th>
<th>G/L Account No.</th>
<th>Fund No.</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/8/2019</td>
<td>44221</td>
<td>ET11516</td>
<td>Test gift Doc # 0000000001</td>
<td>-5,000.00</td>
</tr>
<tr>
<td>7/22/2019</td>
<td>44211</td>
<td>ET11516</td>
<td>Test pledge payment Doc # 00000000002</td>
<td>-20,000.00</td>
</tr>
<tr>
<td>7/22/2019</td>
<td>44211</td>
<td>ET11516</td>
<td>Test gift Doc # 00000000003</td>
<td>-10,000.00</td>
</tr>
<tr>
<td>7/22/2019</td>
<td>44211</td>
<td>ET10370</td>
<td>Test gift Doc # 00000000004</td>
<td>-20.00</td>
</tr>
<tr>
<td>7/22/2019</td>
<td>44211</td>
<td>ET10370</td>
<td>Test gift Doc # 00000000005</td>
<td>-20.00</td>
</tr>
<tr>
<td>7/22/2019</td>
<td>44211</td>
<td>ET15514</td>
<td>Test gift Doc # 00000000006</td>
<td>-1,000.00</td>
</tr>
<tr>
<td>7/29/2019</td>
<td>44211</td>
<td>ET15514</td>
<td>Test pledge payment Doc # 00000000007</td>
<td>-10,000.00</td>
</tr>
<tr>
<td>7/29/2019</td>
<td>44211</td>
<td>ET15514</td>
<td>Test gift Doc # 00000000008</td>
<td>-500.00</td>
</tr>
</tbody>
</table>
```

Note 1: The “Amount” column in the Transaction Report uses the general ledger natural sign for the transaction. Revenue/income will show as a negative (credit) and expenses/losses will show positive (debit).

Note 2: To run another “Report Type”, close the Transaction Report window completely. Launch the Transaction Report again and select a new “Report Type”.

Last updated: November 2019
3. **How to view the next page of Report data:**

   - The Fund Information Report and Transaction Report may contain multiple pages. To view additional pages, use the arrows at the top of the window pane to navigate:

![Image of Fund Information Report]

4. **How to export Reports to PDF and Excel:**

   - Reports can be exported to Excel or PDF by selecting the red arrow icon at the top left of the window and selecting Excel or PDF:

![Image of Exporting to PDF and Excel]

   - You will then be prompted to choose a location where the report will be saved.
V. USERS WITH MULTIPLE ASSIGNMENTS

A limited number of users will have multiple Groupers assigned to them. In these cases the user must be aware of what data they are reviewing in the Dashboard Panels, Worksheets, and Reports.

1. Dashboard Panels

- To review the dashboard panels for a specific assignment select the drop down menu next to the “Fund” field on the main dashboard window pane:

- Select the desired Grouper assignment:
Once the Grouper assignment has been selected it will appear in the “Fund” field and the dashboard panels will update automatically:

2. **Worksheets**

When a Worksheet is selected all Grouper assignments will appear:
To expand the Grouper to see the underlying endowment funds, select the triangle to the left of the Grouper code and name:
3. **Reports**

- For each Grouper assigned to the user there will be a Fund Information and Transaction Report. The Grouper will be noted in the report name as follows:

```
- Report Viewer
  - GSPM Fund Information
  - VSTC Fund Information
  - GSPM Transaction Report
  - VSTC Transaction Report
```