The purpose of the project was to analyze where the majority of BSU Alumni live in the different BSU Alumni Ambassador areas. To do this, we took the data provided to us by the Alumni Center and used that information about where they live, as well as their major and college. With this we created three different kinds of maps for each metro area. The first of these maps is the general heat map of all the alumni in that metro area. The second is heat maps of the alumni from specific colleges of BSU. The third is a point map, showing the locations of these alumni.

**Objectives**

We began with the point data from the Alumni Center and then created a map to plot and present the locations of Ball State Alumni, showing the density of the alumni in five unique ambassador areas. We then created a separate map for each of the nine colleges that they earned their first degrees from. Then finally we creating a map of just the points of every alumni.

**Methods**

First, we isolated the tables based on the ambassador areas. From there we geocoded the points to the map. Then we used the kernel density tool to show the densities of all alumni and densities of alumni from their specific colleges.

**Conclusion**

We constructed maps to assist the Alumni Center as an aid in deciding which locations would be the best for particular programs or events that cater to specific degrees based on the college they graduated from at Ball State University.

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**References**

CENSUS.gov, Tiger/line data, and demographics
BSU Alumni Center
BSU Library GeoDatabase