

DATA DICTIONARY: OPPORTUNITY STAGE AND SUBSTAGE

Stage	Substage
Open: new opportunity or transferred from another program.	<ol style="list-style-type: none"> 1. None/New Inquiry: This is a new opportunity to work on. 2. Recommended from another program: This opportunity is transferred from another program because the prospect's recruitment interest has changed.
In Progress: actively working on the opportunity.	<ol style="list-style-type: none"> 1. Attempting to contact: The recruiter is trying to reach out and has yet to receive a response from the prospect. 2. Prospect is responsive: The recruiter has received a response from the prospect via email/phone, or the prospect has attended a recruitment event. This substage is a sign that the prospect is engaged.
Closed: Concluded sales opportunity, regardless of whether won or lost.	<ol style="list-style-type: none"> 1. Future start: The prospect is not ready to apply in the current recruitment cycle and says he/she will consider future terms. Please select the new Term. You can also keep this prospect as "In Progress" -> "Prospect is Responsive" with a "Next Contact Date" if you plan to continue communicating with this person. Note: All Closed ->"Future Start" prospects will be nurtured through the marketing team initiatives. 2. Unresponsive: After multiple contact attempts, the prospect did not respond. All "Unresponsive" prospects will be nurtured through the marketing team initiatives. 3. Not Admissible: The person is not admissible to the graduate program—reasons: no bachelor's degree, low GPA, other. 4. Not a prospect: Please select the Detail option that best categorizes this individual: spam, staff, current student, etc. 5. Merge: This contact already has an Open or In Progress opportunity for your program. Mark as Merge and keep working on the other opportunity. Example: An inquiry opportunity enters at 10 am, and an RSVP opportunity from the same person and for the same program enters at 4 pm. One of the two

opportunities should be marked as Merge.

6. **Do not contact:** The Details dropdown provides the scenarios for this option. If the person doesn't want to be contacted, he/she will also be excluded from marketing initiatives.
7. **Invalid phone and email:** all contact info is invalid.
8. **Chose elsewhere:** The person selected another program inside or outside FIU. If possible, add to the notes the program and university chosen. This data will help us study the competition.
9. **Applicant:** a won opportunity where the prospect becomes an applicant.

Last update: August 24, 2023 by Cristina Lopez Yakimenko