

<u>Touch point:</u>	<u>Points:</u>	<u>Uses – When and Who:</u>	<u>Touchpoint Note vs. Notes</u>
Phone: Left Message	0	When counselor or SC student leaves a phone message. This includes brief message with left with parent	TP Note subject of VM
Phone: Connect	5	When counselor connects with a student OR gain information regarding student's interest from parent/other	Details in Notes
Phone: No connect/No message	0	When counselor calls but does not leave a message or connect. Could include additional attempts to connect and show up on caller ID.	TP Note
Phone: Bad Number	0	When the number is bad. Additional action will be required to remove number from record and attempt to reach student via email or snail mail. (Admissions Manager for Information Systems)	TP Note
Phone: Called in/Returned Call	15	When a student calls in or returns a call to a staff member	Details in Notes
Phone: Talked with SC student	5	When a student worker/caller connects with a student	Details in Notes
Social Media Outreach	0	When a counselor reaches out to a student via any social media tool.	IF the msg is thorough add details to NOTES - IF the msg is short and direct add the main purpose in TP Note
Social Media Response	15	When a student responds to outreach, or voluntarily posts on social media related to Stephens.	IF the msg is thorough add details to NOTES - IF the msg is short and direct add the main purpose in TP Note
Email Sent	0	When email correspondence is sent by counselor, staff, or student outside of the EMP system. (Emails sent within are recorded automatically.) Content may be copied into the "Notes" section for detail.	IF the message is thorough add details to NOTES - IF the msg is short and direct add the main purpose in TP Note
Email Returned/In	15	When a student responds to an email message	IF the message is thorough add details to

		or voluntarily emails staff. Content may be copied into the "Notes" section for detail.	NOTES - IF the msg is short and direct add the main purpose in TP Note
Text Sent	0	When counselor sends a text message to the student. Can include short note, or longer notes in "Notes."	TP Note
Text Response/Received	15	When student responds to a text, or initiates a text to a staff member. Can include short note, or longer notes in "Notes."	IF the msg is thorough add details to NOTES - IF the msg is short and direct add the main purpose in TP Note
Interest Level: Somewhat	5	To be used by counselor to indicate additional interest for any reason. Can be added multiple times.	If a student has details about why she is unsure explain in NOTES - OR if the explanation is brief put in TP Note
Interest Level: Very Strong	15	To be used by counselor to indicate additional strong interest for any reason.	If a student has details about why she is unsure explain in NOTES - OR if the explanation is brief put in TP Note
Submitted HS Transcript	15	When student submits HS transcript. Should be logged by Marissa, Donna, or Lita only to assure additional steps are taken (check list and current GPA)	
Submitted College Transcript	15	When student submits any college transcript. Should be logged by Marissa, Donna, or Lita only to assure additional steps are taken (check list and GPA)	
Submitted ACT Score	15	When student submits official results of the ACT. Should be logged by Marissa, Donna, or Lita only to assure additional steps are taken (check list and scores to be entered.)	
Submitted SAT Score	15	When student submits official results of the ACT. Should be logged by Marissa, Donna, or Lita only to assure additional steps are taken (check list and scores to be entered.)	

High School Visit	15	When a student meets with a counselor at their high school. To be entered by counselor.	If there is a thorough/memorable conversation explain in NOTES
College Fair	10	When a student meets with a counselor at a college fair/booth. To be entered by counselor.	If there is a thorough/memorable conversation explain in NOTES
General Mail Sent by Counselor	0	When counselor sends personal note, birthday card, or other mailed items.	TP Note
Other off-campus contact	20	When counselor meets with student and/or family outside of regular college fair or high school visits. Include short note on what (i.e. dinner, coffee, reception, etc.)	If there is a thorough/memorable conversation explain in NOTES - put destination in TP Notes
Other Campus Visit		For visits to campus that are unscheduled/unregistered or specific to an area or meeting. Entered by Counselor.	Explain details of the visit in NOTES

Other automatic point values:

Various browsing and clicks, etc.	1	
Opening an email	2	
Event/Visit Registration	20	
Registration Questions Completed	50	
Attended a Visit or Event	25	Campus Visits should include NOTES by the Counselor explaining details of visit.
Submitted an Inquiry Form	50	
Submitted an Application Form	50	