Top of Funnel

* Form for Rsvp after events
  + Ask CEE team about the inquiry post RSVP and ask about the opportunity to change the form in some way to differentiate the status
  + Wordage on CEE page about post event confirmation
  + REACH OUT TO AKA ABOUT CHANGING CEE PAGE
* CEE TO CRS handoff
  + “want to be a mentor” flow
  + ID where CEE and CRS is confused
  + ID flow where templates from Aka live
  + REACH OUT TO REBECCA for convo about the handoff
  + Look into translating information that Aka learns to the CRS team
  + Work on the handoff of CRS being more personable

Middle Of Funnel

* One of the flows is with nice border, others are more personal (but can also be seen as more lazy)
* Should be main edits to the communications that are used
* Main thing is prioritization of the information on the emails, titles
* Confirmation email is not just a confirmation email, gets people excited and about clicking on it
* End of inquiry confirmation page not saying anything about the forms and what they need to do
* Could talk to Marketing Consultant about the marketing process
* Research for the cadence from marketing

Bottom of Funnel

* Status updates on the different steps being completed
* Split up the flows based on the timeline
  + How to update people in short term steps complete
  + Long term waiting
* Emails
  + Engagement
    - Engaging emails research
  + Updates
* Steps
  + Email content
  + Standardization
* Cailtin to reach out to to better understand the process and different segments of the end of funnel

For the call tomorrow:

* Debrief and any questions on the presentation and recommendations
* Ask about pre-interview flow
* Ask to create live inquiries in the different funnel options and ask to see what happens on their end when an inquiry comes in
* If time, ask rebecca about the questions that we have for handoff