* General Questions:
  + Adding word count to the reference forms?
  + What is the role of enrollment coordinators through this process? General responsibilities throughout ?
* Middle of the Funnel Questions:
  + MUST ASK:
    - To increase conversion rates and limit volunteer tasks between inquiry and interview, we’d like to explore the possibility of reducing forms. How is each form used and can each be shortened or eliminated? What about a follow-up interview?
    - What is the intent of media in emails? —like the videos in interview confirmations.
    - Methodology behind email cadence, both initial 7-day flow and confirmations 14 days prior and 1 day prior to interview
  + NICE TO ASK:
    - Do you have any click rates or related data on VIP flow emails? Trying to explore email titles and their effectiveness.
    - A/B testing. What would you like to test and how? What metrics do you use to compare trials A and B?
    - What is the Million Dollar Quartet giveaway? I received this email, and my profile has just been through a VIP flow. What is this email list?
    - Data on age distribution of Bigs? I am looking into typical mobile font sizing dependent on age.
* End of the Funnel Questions:
  + MUST ASK:
    - We know there is a wide range of time people are waiting for their match and im wondering, how is this number skewed by volunteers on hold. How often are volunteers put “on hold” and how do you keep them engaged throughout this process?
      * Really low percentage , less than 5%
        + Notified when theyre on hold and give them an off hold date (renagement)
        + Get 1-2 communications between then
        + 30 people on hold??
      * What kinds of communication are sent out during this time
      * How long are they typically on hold for
      * Have we considered other ways to keep them engaged during this time
        + Don’t engage them bc this is a way for them to use to segement out people who would not be able to the program – this is not the intended use
        + Rather than closing them out we out them on hold for a whole
        + When we put people on hold, we try to make it because the volunteer wants
        + Try to avoid putting them on hold when we don’t have a match for them

Don’t want to expect engagement too much

* + - * Can we strategically utilize social media to maintain engagement during this time
      * **Terry - Recommendation for candidates we have apprehensions about?? How do we handle this???**
        + **Loves alumni panel idea**
    - During short-term engagements (during recruiting time), is there an exact sequence of communication you follow? (number of comms sent out, order, what kind, etc.)
      * This part of the process is not highly controlled
      * 1 rtbm communication, then manual email to read the profile of the little and schedule a call with us
        + Coming up with new standard to when they get the profile, when they get the phone call, then match
        + Trying to shfit staff rpactice around this
        + **Open to how we might automate that process more**
      * Not through sales force , manager standpoint
      * Staff performance varies , average amt of days it takes each staff huggeee standard deviation (5 days , some 30 days)
    - Is there a system in place or one you have personally implemented to ensure no emails fall through the cracks, especially as there is no standardized flow during this stage?
      * Terry – brings up tasks again on salesfroce (people hatteeddd this!!)
        + Bc wide variability in time for staff based on performance
    - How often do you send out emails manually and with no email template?
  + NICE TO ASK
    - Waiting between interview and match, which part of the process takes the lengthiest amount of time?
      * Two main things: background checks (can take 1-2 weeks) and there is defintely a trackable difference between those who fill out paperwork before the interview and those who don’t
      * Major hang up right now if references
      * Indication of high performers or low performestaff is how quick they get the assesent done – staff that are struggling to move people through is bc they don’t get assesements done quickly
    - Are people able to fill out reference forms before the interview?
    - ~~How often do people fail background checks?~~