Student Recruiting

Term	Definition	Audience
Academic Date Range	The period of time associated with a student recruiting cycle, such as 7/1/2015 -3/31/2016. Date ranges associated with a type of recruiting are the only ones currently supported.	Admissions Counselor
Academic Level	The level of an educational objective that students can pursue, such as associate, undergraduate, graduate, or professional. When you configure an academic curricular division, you specify what each academic level can do in Workday.	Admissions Counselor
Academic Period	A period of time with a defined start date and end date (such as a semester, quarter, or other fixed period) that you can select to identify a prospective student's anticipated start date.	Admissions Counselor
Academic Person	A student prospect, applicant, or other person in Workday Student who falls within the range of prospect to alumnus.	Admissions Counselor
Academic Unit	A Workday organization type that represents a school, college, university, or other unit of your institution. These units can recruit prospective students, admit students, offer programs of study or courses, or administer financial aid. Academic units are also used with academic appointments in Workday.	Admissions Counselor
Anticipated Start	A start date for student prospects to begin their enrollment. It can be an academic period, such as Fall 2015, or a dynamic date, like October 1, 2015.	Admissions Counselor
Conversation Tag	A descriptor, such as dietary restrictions or special needs, that can be assigned to an engagement conversation to identify its subject. Search for conversations by conversation tag.	Admissions Counselor
Conversation Topic	A conversation tag or recruiting event name that you can associate with an engagement conversation to make conversations easier to find.	Admissions Counselor
Engagement Conversation	A documented conversation between a student prospect and a representative of your institution. You can search for conversations by topic and see the history of conversations with a prospect on the Engagement tab of the prospect's profile.	Admissions Counselor
Engagement Email	An email that you can include in engagement plans or associate with a recruiting event. When you create recruiting events, you can have Workday email invitations, registration confirmations, and post-event communications.	Admissions Counselor
Engagement Plan	A communication plan that supports a recruiting campaign. The plan identifies one or more recruiting emails to send to student prospects who meet specific criteria. This plan includes a mailing schedule. Each plan applies to one level of an academic curricular division.	Admissions Counselor
External Association	A non-profit, community-based, or other non-educational organization that you can associate with student prospects or identify as a location for recruiting events.	Admissions Counselor
Fixed Period	An academic period, such as a semester, quarter, or session, that has fixed start and end dates.	Admissions Counselor
General Educational Interest	A subject of interest, such as teaching or science, that can be associated with student prospects. This will help you gauge overall interest in potential programs of study and understand students' long-term career goals.	Admissions Counselor
Match and Merge	The process that identifies duplicate student prospects when adding or updating prospect information in Workday. This process merges prospects that are an exact match and flags those that are very similar as suggested matches. You can review and reconcile suggested matches.	Admissions Counselor
Postal Code Set	The range of alphanumeric postal codes you can use to define recruiting regions.	Admissions Counselor
Program of Study	An educational objective, such as a history major, for which students can achieve a bachelor's degree at your institution. Each program of study is specific to a level of an academic curricular division. Prospective students can indicate interest in a program of study during the recruitment process.	Admissions Counselor
Program of Study Type	A classification, such as major, minor, or non-credit, that you associate with a program of study to control the configuration options available to it. You can configure a program of study type to stand alone, grant credentials, or have concentrations.	Admissions Counselor
Recipient Threshold	The maximum number of prospects to whom you can send an engagement item at the same time without requiring approval.	Admissions Counselor

Recruiting Cycle	A period of time for which one or more academic levels of an academic curricular division will recruit student prospects. Recruiting cycles are associated with student recruiting campaigns and let you track and measure the success of your recruiting efforts.	Admissions Counselor
Recruiting Event	Activities like career fairs, high school visits, or virtual events that are part of a recruiting campaign. Recruiting events can be scheduled, occur on- or off-campus, and can last more than one day.	Admissions Counselor
Source	A location or something else that identifies where you heard about a prospective student. Example: A high school visit, a recruiting event, or information from a search service.	Admissions Counselor
Stage	A value such as lead, inquirer, or applicant that identifies a student prospect's current stage in the recruitment or admissions process.	Admissions Counselor
Student Prospect Profile	A worklet displaying information for a prospective student, including contact information and recruitment details.	Admissions Counselor
Student Prospect Type	A Workday-defined value, such as first year or adult returning, which you can assign to prospective students and use to automatically match student prospects to recruiters.	Admissions Counselor
Student Recruiting Region	The term Workday uses for a recruiting territory. A recruiting region can represent a geographical area, one or more schools, or schools in selected school districts.	Admissions Counselor
Student Tags	An attribute, such as veteran, athlete, or scholarship recipient, that can be assigned to student prospects. It is used to automatically find prospects and match student prospects to recruiters. It also serves as criteria for associating engagement plans with prospects.	Admissions Counselor
Yield Rate	A criteria for evaluating a university's recruitment effort. It equals the number of students enrolled divided by number admitted.	Admissions Counselor