Feature Highlight

Recruitment Events

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Recruitment Events
Creating a Recruitment Event

Event Setup: Details

Event name *
Open House

Event Category
Recruitment

Event Type *
Open house

Event Types:

Data Source Name *
Event Types

Order	Option Value	Label (only if different than value)	⊙ Default	Actions
=	Option Value * Open house	Label Open house	○	+ 🗑
=	Option Value * School tour	Label School tour	○	+ 🗑
=	Option Value * Audition	Label Audition	○	+ 🗑
=	Option Value * Testing	Label Testing	○	+ 🗑
=	Option Value * Information Session	Label Information Session	○	+ 🗑

Two new fields are now available in the Events module when creating a Recruitment event:

- **Event Category – Determines which options appear when adding an event to the form. Once set this field is locked and cannot be changed. *(Currently, this field is only available for Recruitment.)***
- **Event Type – Lets admins define different event types, which can then be used in reporting. This field uses a default custom data source; admins can add additional types using the `+` button to bring up a modal.**

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Recruitment Events

Adding event fields to your forms

Event Setup: Details

Event name *
Open House

Event Category
Recruitment

Event Type *
Open house

: Add Field

Field Type *
Scheduling/Events

Field Label *
Open House

Eve

When adding a Scheduling/ Event field type to the Recruitment form the admin will only see event types that are set with the Recruitment category from the event set up.

Event Type(s)

Select Event(s) *

Open House

restrictions

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Recruitment Events

Lead View of a Recruitment Form with an Event

Thank you for your interest in Rock Enroll Academy, please submit this form and we will contact you with next steps.

Guardian First Name *

Guardian Last Name *

Email

Phone Number
(___) ___-____

Open House

Open House   **Book Session**

The Lead will see the option to book an event when completing the inquiry form.

Guardian First Name *

Open House   ✕

📧 New Family Open House

Select a session below. Length: 120 min.

<   Sat, Aug 30th, 2025   📅   >

Location & Details	Time
Open House: School House Q	**05:00 PM**

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Recruitment Events

Events on the Leads Table

	Guardian Name	Student Name	Current Grade	Incoming Grade	Lead Source	Lead Source Detail	Lead Stage	Lead Status	Last Contact	
☐	Nicole Colyer				Phone		Interest	Contacted		⋮
☐	Alfredo Campos				SchoolMint Ads	In Person	Interest	Inquiry		⋮
☐	Abraham Meza				SchoolMint Forms	General Inquiry	Prospect	RSVP'd to Eve...	2025-08-20 12:28	⋮
☐	Tassnim Alkusaimi				SchoolMint Forms	General Inquiry	Prospect	Attended Eve...	2025-08-20 12:28	⋮
☐	Caitlin Mayer				SchoolMint Forms	General Inquiry	Prospect	RSVP'd to Eve...	2025-08-20 11:48	⋮

When a lead books an event, their Lead Stage will automatically update to `Prospect` (showing they are a warmer lead), and their Lead Status will update to `RSVP'd to Event`.

If a lead is not linked to a student, the Student Name column will display `No student name was provided`.

☐	Guardian(s) Name	Student Name
☐	Caitlin Mayer	No student name was provided
☐	Tassnim Alkusaimi	No student name was provided
☐	Abraham Meza	No student name was provided

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