

Prospect Lead Reports: Field Descriptions

Field Name	Description	Notable Details
Program	Indicates the specific online program the student expressed interest in.	Program reports are designed specifically for each user. This means if you are the prospective student contact for multiple programs, one report assigned under your name will be sent and all programs assigned to you will be included with the report.
Student Provided Term	This field will remain " <i>unknown</i> " until the prospect takes the step of beginning an application and self- select a term <i>or</i> if a term of interest is known and documented within the lead's recruitment record.	
Student Status	Indicates where the student is in the pipeline.	Prospect report statuses include: <ul style="list-style-type: none"> ● Inquiry: expressed interest but has not started an application ● Application Started: Began an application in Slate but has not yet submitted. ● Applicant: has submitted an application ● Admitted: officially admitted to the program
Email	The email address provided by the prospect on their Request for Information form.	This is useful for programs to create tailored communications and coordinated outreach support or strategies to support outreach to specific audiences; Leads do have the option to "unsubscribe".
Mobile	Phone number provided by prospect on request form.	Used for text outreach or personal follow-up. Leads do have the option to " <i>opt out</i> " of SMS messaging.

Created Date	This is the date the lead was first entered into Salesforce—typically when they submitted an inquiry form or attended an event.	Helps understand how recent the inquiry is.
Date Application Started	If the student has initiated an application, this field will show when that process began.	Helpful for tracking student momentum and identifying stalled applicants who may need support.
Source	Tells you where the lead originated from (e.g., UKO website inquiry, recruitment event, Bookings appointment, etc.).	Leads submitted via the UK Online Request for Information (RFI) form is reflected as lead source, <i>"UK - Online - RFI: UK Online FORM ID 44"</i>
Salesforce ID	A unique identifier automatically assigned by Salesforce.	Mainly for system reference, but useful when searching for or referencing specific records within the CRM.
Contact	Displays the name of the prospective student's contact record in Salesforce.	Clicking this (in Salesforce) provides more detail, such as communication history, event attendance, or other interactions they've had with or from the university.