

Today — what needs you

One queue of every person who is waiting on the school, ordered by what it costs to ignore them. Start your day here.

1 What this page is for

WHAT THIS PAGE IS FOR

It answers one question: **who should I call first?** Every open inquiry that is waiting on the school is listed, the most expensive to ignore at the top. The amount beside each person is the tuition of the program they asked about — what walks away if nobody follows up.

WHO APPEARS HERE

Only people who are still open (not parked, not finished) and who are waiting for one of four reasons:

REASON SHOWN IN THE "WHY" COLUMN	RULE	URGENCY
Never contacted	No first contact recorded at all.	Highest (red)
Contacted but stalled at Lead / Contacted	First contact made, but still in the first two columns after 24 hours.	High (amber)
Application open <i>N</i> days	Started the application more than 3 days ago and has not finished.	High (amber)
Accepted but not enrolled	Application completed more than 5 days ago, no registration yet.	Medium

Within the same urgency, higher tuition comes first.

WHICH PEOPLE ARE COUNTED

People who arrived inside the time window chosen at the top (30d / 90d / 12mo). Widen the window to see older items.

Work the list from the top. Marking someone **Contacted** right on this page removes them from "Never contacted" everywhere at once.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Needs action now	How many people are in the queue right now. Red when it is more than zero.
Never contacted	How many of those have never had a first contact recorded. These are the ones that cost the most, because the chance of enrolling drops fastest in the first hours.
Tuition attached	The published tuition of every program in the queue, added up. It is face value, not a forecast — what is at stake, not what you will collect.
Longest wait	The oldest untouched item, in days from when the inquiry arrived. Red once it passes three days.

3 Ageing of everything open

WHAT IT SHOWS

The queue split into four age bands by how long the person has been waiting since they arrived: **Under 24 hours**, **1–3 days**, **3–7 days** and **Over a week**. Bars are people; the purple line is the tuition attached to each band (right-hand scale).

HOW TO READ IT

- Healthy: tall green bar on the left, almost nothing on the right.
- A tall **Over a week** bar means inquiries are going cold before anyone reaches them — that is lost money, not a marketing problem.
- If the line is high where the bar is low, a few expensive programs are stuck.

WHERE THE NUMBERS COME FROM

The same people as the queue below; age is measured from the moment the inquiry arrived.

4 The queue

WHAT IT SHOWS

Every waiting person, one per row, most urgent first, up to 50 rows.

THE COLUMNS

COLUMN	MEANING
Why	The reason they are on the list (red = never contacted, amber = stalled or application open, plain = accepted but not enrolled).
Name	As they typed it on the form.
Program	What they asked about. Website inquiries show the website's short code.
Tuition	Published tuition of that program; \$0 when the program has no published price.
Waiting	Time since they arrived, in plain words (under 1 hr, 6 hr, 3 days, 2 weeks).
Contacted?	The green/red dropdown. Change it here to record a first contact; the date shown beside it can be clicked to change the time.
Owner	Staff member responsible, or Unassigned.
Phone	Click to call.

SORTING

Click any heading; click again to flip. Sorting by **Contacted?** groups the not-contacted people together.

5 Staff action counters

WHAT IT SHOWS

Five running counts of work to do. Any counter above zero is outlined in red. Click one to see the people behind it.

COUNTER	WHO IS COUNTED
New leads (today)	Everyone who arrived since midnight, Texas time.
Applications incomplete	Open people sitting at <i>Application Started</i> .
Follow-ups needed	Contacted, still open, not yet accepted, and it has been more than a day since they arrived.
Never contacted	Open people with no first contact recorded.
Stale over 3 days	Open, not yet accepted, older than three days.

WHY "DAYS" IS MEASURED FROM ARRIVAL

The dashboard does not yet record the moment a person entered each stage, so "waiting" is counted from when the inquiry arrived. It is a fair proxy for a lead, less so for someone months into an application.

6 People behind the counter

This list appears only after you click a staff action counter. It shows up to 100 people with name, program, stage, days waiting, owner and phone. **Timeline** opens the person's profile drawer. **Clear filter** hides the list again.

Names and phones appear because this page is behind the login, the same as the admissions queue — do not print or share it outside the school.

7 Step by step

Work the queue

1. Look at the top row: the "Why" pill tells you the reason.
2. Click the phone number to call from a phone or Mac, or click the name to open the profile and use **Text**.
3. When you have spoken to them, change the **Contacted?** dropdown to **Contacted**, confirm the time and how, press **Save**. They drop out of "Never contacted" and, if they were a brand-new lead, move to the Contacted column on the Pipeline.
4. If they should move further (Interested, Application...) do it on the Pipeline tab.

Sort the queue a different way

1. Click any column heading (Why, Name, Program, Tuition, Waiting, Contacted?, Owner, Phone).
2. Click the same heading again to flip the order. The arrow shows the current sort.
3. The default is urgency first, then tuition.

See who is behind a staff counter

1. Scroll to **Staff action counters**.
2. Click a counter (for example *Follow-ups needed*). A list of the people appears below it with name, program, stage, days waiting, owner and phone.
3. Press **Timeline** on a row to open that person's profile.
4. Press **Clear filter** to hide the list.

8 If something looks wrong

Someone I called still shows "Never contacted".

The contact was not recorded on the dashboard. Set the Contacted? dropdown to Contacted (you can back-date the time). Calls made outside the dashboard are not detected automatically.

The queue is empty but I know there are open leads.

Empty means nobody meets the four waiting rules — every open lead has been contacted and is moving. Check the time window (30d / 90d / 12mo) if you expected older people.

The phone column is cut off.

The table is wider than the box on a small screen; drag the table sideways or widen the window.