



Quick Reference Card - – Play A.8: Graduate Program Intake Tagging System

by Rodney G. Alsup | May 27, 2026 | 0 comments

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The Five Tag Commandments

1. No tag shall ever be created without a category
2. No tag shall ever be created without a clear job
3. Every tag's name shall describe its function
4. Tag names shall always start with the category name
5. Every tag shall carry a date-time stamp

The Ten Tag Categories

Category	Purpose	Naming Convention	Example
1. Inquiry	Tracks first signals of interest	Inquiry - Source - Action	Inquiry - Website - Information Request Submitted
2. Application	Tracks application progress	Application - Stage - Status	Application - Documents - Transcripts Missing
3. Learner Profile Discovery	Uncovers knowledge, skills, goals, and gaps	Learner Profile Discovery - Area - Detail	Learner Profile Discovery - Professional Goal - Career Change
4. Admission	Tracks decisions and responses	Admission - Decision - Status	Admission - Response - Accepted Offer
5. Enrollment	Tracks pre-arrival steps	Enrollment - Step - Status	Enrollment - Orientation - Attended
6. Active Learner	Tracks engagement,	Active Learner - Area - Status or Detail	Active Learner - Engagement - At Risk

	progress, and growth		
7. Alumni	Tracks post-graduation relationship	Alumni - Area - Status or Detail	Alumni - Milestone - 3 Year Check In Complete
8. Profile	Documents who the learner is	Profile - Category - Detail	Profile - Persona - Career Advancer
9. Status	Tracks current state in any process	Status - Process - Current State	Status - Enrollment Pipeline - At Risk of Not Starting
10. Temp	Supports short-term operational tasks	Temp - Purpose - Detail	Temp - List Pull - Admitted No Deposit Spring 2025

The Three Phases of Implementation

Phase	Categories	When
Phase 1 — Foundation	Status, Inquiry, Application	Start here
Phase 2 — Growth	Admission, Enrollment, Learner Profile Discovery	When Phase 1 is running smoothly
Phase 3 — Full System	Active Learner, Alumni, Profile, Temp	When Phase 2 is running smoothly

Your Starting Question

Before creating any tag ask: Can I complete this sentence in one sentence or less? "This tag exists to _____. " If you cannot complete that sentence — do not create the tag.

The Date-Time Stamp Rule

Every tag applied in every category carries a date-time stamp. The stamp is not optional — it is what transforms a collection of tags into a timeline and makes patterns visible over time.

The Temp Tag Rule

Every Temp tag must have a deletion date or deletion trigger assigned at the moment it is created. The person who creates it is responsible for deleting it.

Need Help?

- Full system documentation — refer to the complete play
- Platform compatibility questions — refer to the Platform Compatibility Appendix
- Getting started — refer to the Getting Started Guide and Your First 90 Days

Grad Program Intake Playbook

Graduate Program Intake Tagging System