

Activity/Constituent Info	Max Score	Max Instances	Discount Interval	Score Description
Event Attendance	20	2	1 year	The Event Attendance score includes all Stanford in-person events. Each participation is worth 10 points, with a maximum of 2 instances. Scores are kept for 1 year before they are discounted from the model.
Event registration	10	2	6 months	The Event Registration score includes all non-attendees for all Stanford in-person events and Travel Study trip notifications. Each registration is worth 5 points, with a maximum of 2 instances. Scores are kept for 6 months before they are discounted from the model.
Webcast registration	10	2	6 months	The Webcast Registration score includes all non-viewers for Stanford webcasts. Each registration is worth 5 points, with a maximum of 2 instances. Scores are kept for 6 months before they are discounted from the model.
Webcast Attendance	20	2	1 year	The Webcast Attendance score includes all Stanford webcast viewers. Each participation is worth 10 points, with a maximum of 2 instances. Scores are kept for 1 year before they are discounted from the model.
Web Activity all domains for SAA +1 pt/view	10	10	30 days	The Web View score includes all SAA-run web site page views. Each view is worth 1 point, with a maximum of 10 instances. Scores are kept for 30 days before they are discounted from the model.
Email Clicks	10	10	30 days	The Email Click score includes all clicks from SAA emails (not counting unsubs). Each click is with 1 point, with a maximum of 10 instances. Scores are kept for 30 days before they are discounted from the model.
Online purchase	20	2	1 year	The Online Purchase score includes participation in the Travel Study, Sierra Camp, Wine Program, and Fan Shop. Each participation is worth 10 points, with a maximum of 2 instances. Scores are kept for 1 year before they are discounted from the model.
-Travel Study				
-Sierra				
-Wine				
-Fan Shop				
Volunteer - all	10	1	2 years	The Volunteer score includes all Stanford volunteers. Each participation is worth 10 points, with a maximum of 1 instance. Scores are kept for 2 years before they are discounted from the model.

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SAA Membership - purchase	10	1	1 year	The Membership score includes alums who have made payments on an SAA Membership. It does not include gifted memberships to classes > 2020. Each participation is worth 10 points, with a maximum of 1 instance. Scores are kept for 1 year before they are discounted from the model.
Social Media (Facebook+LinkedIn) Engagement	5	1	6 months	The Facebook score includes alum activity on SAA's Facebook page as matched by EverTrue. Each participation is worth 5 points, with a maximum of 1 instance. Scores are kept for 6 months before they are discounted from the model.
SAA Contact Reports	5	1	1 year	The Contact Report score includes alums who have communicated with SAA via email where a contact report was entered into CARD. Each participation is worth 5 points, with a maximum of 1 instance. Scores are kept for 1 year before they are discounted from the model.
University Giving	5	1	1 year	The University Giving score includes alums who have made a gift to Stanford in any amount. Each participation is worth 5 points, with a maximum of 1 instance. Scores are kept for 1 year before they are discounted from the model.
SAA Survey Respondents	5	1	6 months	The Survey Respondent score includes alums who have participated in an alumni survey and had that participation entered into the activity table in PostGrads. Each participation is worth 5 points, with a maximum of 1 instance. Scores are kept for 6 months before they are discounted from the model.
Class Book Submitter	5	1	1 year	The Class Book score includes alums who have completed a class book page and had that participation entered into the activity table in PostGrads. Each participation is worth 5 points, with a maximum of 1 instance. Scores are kept for 1 year before they are discounted from the model.
Class Notes Submitter	6	2	6 months	The Class Note score includes alums who have contributed a class note to Stanford Magazine and had that participation entered into the activity table in PostGrads. Each participation is worth 3 points, with a maximum of 2 instances. Scores are kept for 6 months before they are discounted from the model.
Club Join	10	2	1 year	The Club Join score includes alums who have joined any Stanford club, professional group, or interest group. Each participation is worth 5 points, with a maximum of 2 instances. Scores are kept for 1 year before they are discounted from the model.

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Directory/Job Search	6	3	3 months	The Directory/Job Search score includes alums who have used the Alumni Directory or Job Board on the website to perform a search as recorded by the Marketo Web Page Log. Each weekly participation is worth 2 points, with a maximum of 3 instances. Scores are kept for 3 months before they are discounted from the model.
Profile Update	2	1	3 months	The Contact Update score includes alums who have changed their email or mailing address. Any update is worth 2 points, with a maximum of 1 instance. Scores are kept for 3 months before they are discounted from the model.
Job Search	4	2	3 months	get/page/career/jobs/edit"
Job Post	6	2	3 months	https://cardinalalumni.stanford.edu/get/page/career/search-results/
	169			
Engaged Alums				The Engaged Alums score includes a count of how many alums SAA engage in at least one score (Breadth) and a sum of the participation scores (Depth).