TargetX

Holly Hebard

Application Timeline

- Transition from AY to TargetX
  - April 1 – Summer Deadline
  - April 3 – International Summer CAR Deadline
  - April 16 – Last day for students to submit in ApplyYourself
  - **April 19 – TargetX go-live date**
  - May 1 – Domestic Summer CAR Deadline
  - May 22 – Deadline for all outstanding CARs
  - May 31 – Last day to access ApplyYourself

TargetX Features

- Application
- Application Requirements Manager (Checklists)
- Decision Review
- Communication/recruitment
- Inquiry Forms
- Events
- Reports
- Uchat

Application/Application Requirements Manager

- Conditional logic only displays relevant questions

- Key questions drive terms and deadlines

- Customized admissions checklists
  - Requirements for review vs. requirements for admission
  - Once checklist is complete, will be sent to the program for review

- Demo application
  - Link to be shared in the next couple of weeks

Decision Review

- ## Review workflow
  - ### General review process
  - ### Education review process
  - ### Non-degree review process
    - #### Domestic vs. international
- ## No more paper CARs
- ## Accessing application review, entering admissions recommendations
- ## Decision module training on Monday

Communication

- Communication campaigns
  - Basic emails for application
  - Recruitment campaigns
  - Drip campaigns

- Email customization by program
  - Content
  - Triggers

Inquiry Forms and Events

- Inquiry forms
  - Load into CRM
  - Can build communication plans based on inquiry status
  - Track transition from inquiry to applicant
- Events
  - Advertising
  - Registration for event
  - Check-in at event
  - Follow-up after events

Reports

- Any fields in the CRM housing data can be used in reports

- Better tracking of student status from prospect through matriculation

- Scheduled reports complete with visual aids

THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM
Knowledge that will change your world

UChat

- Live chat on Graduate School website
- Student services staff available during business hours
- Student support
- Faculty and staff questions

Training

- Decision module training Monday, April 3
  - GoToMeeting
  - Will be recorded

- Additional trainings to be scheduled mid-April
  - Waiting until configurations are more final
  - Will continue post go-live