



TargetX/Recruitment

Holly Hebard, Director of Student & Academic Services

TargetX Updates

- Online application went live April 19th
- Challenges and successes
 - 1679 applications submitted to date
 - Support issues
- Data integration
- CRM Administrator Position
- Next Steps



Application PDF Updates

- View Submitted Application Button
- PDF of application and attachments
- Batch printing
- Target go-live: mid-October



Training

- 1-1 assistance and troubleshooting when needed
 - Ticketing system
- Training series
 - Application and application reviews
 - Reports
 - New features
- Departmental/school training



TargetX Phase 2: Contact Management

- Rolling out access for contact management
- Track interactions with students
- Tasks
- Email communication
- Outlook integration
- Salesforce app





Partnership with Digital Strategy and Marketing