

SVC Student Achievement Strategy: TargetX

TargetX is the technology tool that tracks student progress and assists with automated and customizable communication. TargetX includes a record of advising and academic information for each student.

TargetX is also referred to as *Customer Relationship Management software or CRM* at other colleges and in higher education literature.

TargetX includes three modules: Prospect, Application, and Retention:

- The Prospect module allows the College to track and contact prospective students.
- The Application module allows the College to track and communicate with students throughout the enrollment process.
- The Retention module will provide a centralized location for all student data for all offices and take over early alert functionality.

Timeline for Implementation:

- Winter 2017: Full implementation of Prospect and Application modules.
- Fall 2017: Full implementation of Retention module.

Persons Responsible: Jenny Veltri, Jessie Payne

FAQ's:

Question: Who will be using TargetX?

Answer: The TargetX CRM will be used by anyone working directly with students. This includes faculty and various student services departments.

Question: What is the plan for training?

Answer: As modules in TargetX become available to the campus community, trainings will be scheduled accordingly. There is training scheduled for the Prospect module as early as January 2017. Once initial training is conducted, there will be ongoing training workshops where staff and faculty can take deeper dives into TargetX capabilities and easily have questions answered.

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