Target X Committee

Meeting Minutes

April 11, 2022

Working Group: Renee Daudert, Evan Pauken, Mike Thompson, Chelsie Taylor, Jonathan Selmon, Erin Dominianni, Kristina Pudasaini, Megan Pauken

1. De-Duplication
   a. Based on researching, the way we currently identify possible duplicates, and check and merge them appears to be the most accurate
   b. Need to explore software that can mimic this process without accidentally merging different
   c. All forms used for adding students to Salesforce need to be updated to include more than name and email
      i. Birthdate recommended but at least home address and mobile number
      ii. Will help with de-duplication immensely
      iii. Includes questionnaires, event attendance, etc.
   d. More assistance needed to address record deduplication in the system
      i. Sometimes hundreds of records; After large imports, 1k+
2. Enhanced Domains
   a. Salesforce enhanced domains implementation
      i. Meets the latest browser security standards
      ii. Testing in Sandbox necessary
   b. Timeline
      i. October 2022 = enforced
      ii. Ocrober 2023 = automatic redirects
3. Email Customization
   a. Need for native Salesforce email customization to be implemented
      i. 1:1 and List View mass email functions limited to personal (primary) email accounts
         1. Impacts native SF email functions as well as event reminder email
   b. Avoid building a process that requires switching ALT and primary email values
      i. Issues arise via applications being submitted after accounts have been created, forms that override KVCC email value, etc.
         1. FERPA implications
   c. Recommendation for Salesforce customization to be built by third-party developer
      i. Kennedy and Company has been consulted with in the past; start there
   d. Potential to utilize HERF fund for this as it correlates with increased need driven by COVID