

## Target X Committee

### Meeting Minutes

April 25, 2022

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

1. Multi-Factor Authentication (MFA)
  - a. Need to implement MFA for compliance with Salesforce
  - b. Need to identify who would rather use Yubikey vs cellphone
  - c. After identifying, need to provide those requesting Yubikey with the key
  - d. Discussed SSO roll out that will include MFA for all
2. Image Alt Text in Email Templates
  - a. Erin is working to update ALT text for images within email templates
3. TargetX Retention
  - a. Group discussed need to renew TX Retention Suite
    - i. Thus far, only testing has taken place, no full implementation
    - ii. Tools included in TX Retention that KVCC uses are also included in TX Recruitment
4. Merit Application
  - a. New process went well this year
  - b. No negative issues shared
  - c. Conditions requiring an application on file have reduced ineligible applicant submissions
5. Email Opt-Out
  - a. Discussed opportunities relating to email opt-out
    - i. TX offers categorization so students can select the different types of email messaging (by category) they want to discontinue
      1. <https://targetxcrm.force.com/usercommunity/s/article/How-to-Manage-Email-Opt-In-Groups>
6. Enrollment Case Management Structure
  - a. Exploring opportunities to set up a more individual case management level dashboard for the EM team.
  - b. Exploring how to use the LOG INTERACTION, TASKS and TELEMARKETING functionality to support recruitment efforts
7. Form Assembly Licenses
  - a. The group discussed addition of FormAssembly Licenses
    - i. Proposed 4 additional licenses (SSS, Enrollment Management, IT, un-allocated)
  - b. Cost is a factors as licenses are expensive
  - c. Mike to discuss progress on additional license purchase with Tim
8. Banner Axiom Update
  - a. Waiting on the Salesforce and TX updates until after AXIOM upgrade is finalized
  - b. Currently, AXIOM pre-prod is not working as expected

- c. Ellucian is being contracted to support Banner and Degree Works, starting in May
    - i. Solution = create a separate Banner pre-prod environment (\$\$\$) or coordinate testing window.
  - d. Also looking into support from Target X for upgrades
- 9. Email Customization
  - a. HERF funding proposal and project request submitted and approved
    - i. Mike will email Evan contact information for Kennedy and Company