

Target X Committee

Meeting Minutes

July 26, 2022

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

1. RFI Workflow
 - a. Team discussed current practice for connecting with students that submit a Request for Information form online
 - i. Automated email messaging
 - b. Deans and others interested in contacting students directly, when they inquire about programs within their pathway areas
2. Intelligent Names
 - a. Discussed Intelligent Names
 - i. New product from Liaison
 - ii. Targeted name purchasing
 - b. Considering purchase of 15,000 names, supported by work through Lumina Foundation grant
 - i. Centers on adult student enrollment/re-enrollment, within Kalamazoo County
 - c. Evan has discussed with Stacy H at TX; more to come from the Liaison team
3. Get it Done
 - a. Discussed utilization of TX for Get it Done registration and planning
 - b. Checked in on event registration to date
 - c. Opportunities to continue promotion of events using TX email and SMS discussed
4. Enrollment Funnel Refinement
 - a. ---Tabled---