

Target X Committee

Meeting Minutes

October 31, 2022

Working Group: Renee Daudert, Evan Pauken, Mike Thompson, Chelsie Taylor, Jonathan Selmon, Erin Dominianni, Kristina Pudasaini, Josh Sprow, Chris LaPonsie, Cindy Ruess

1. Course Information into Salesforce
 - a. Discussed need to pull in campuses at which students are taking courses
 - b. Needed to communicate via email campaigns and SMS to those taking courses downtown specifically (parking info, etc.)
2. Twilio Opt-In
 - a. Twilio requiring documentation of a process students will utilize to opt-in to mass operational SMS
 - i. Many carriers moving in this direction
 - b. Group discussed ramifications
 - i. Lower campaign engagement as lists will undoubtedly become smaller
 1. May be okay as those that would opt out may not engage with college SMS even if received
 - c. Cannot be opt-out process where students are opted in by default
 - d. Need to collect opt in for all current students, employees and incoming applicants/prospects
 - e. Forces the need to exclude operational messaging from RAVE system as much as possible
 - f. More to come next month
3. Update drip campaigns
 - a. Discussed addition of dynamic student checklist in all funnel campaigns that would otherwise note a “next step”
 - b. Concerns with missing the human touch as we become more and more automated