Greetings!
Welcome to this month’s issue of the EM-Tech Press newsletter. In this monthly newsletter it is our intention to highlight what is going on in EM-Tech; both with technology in general and with the Salesforce/TargetX CRM. All of the material has been contributed by the EM-Tech staff. If you have any questions, please do not hesitate to contact us directly EM-Tech@wmich.edu

TargetX by the Numbers
As of 5/30/2018
- Total Records in Salesforce: **651,848**
- Total undergraduate applications received for Fall 2018: **20,922**
- Total undergraduate admitted students for Fall 2018: **13,990**

ImageNow-Salesforce Linking
ImageNow linking directly to Salesforce is now a reality. Admissions is now linking transcripts and other documents in ImageNow to the student’s Salesforce record. Once the student has been admitted in Salesforce, the student’s WIN is added to the ImageNow link so records can also be looked up from Banner. This allows for better matching of records and less duplicate WINs.

Employee Spotlight – Lorrie Racine
In this issue we wanted to take the time to spotlight Lorrie Racine, our Data Integrity Coordinator. Lorrie recently celebrated her 30-year service anniversary. Starting in the Athletics department in 1988, she worked there for one year and then spent 28 years in Admissions. Lorrie was transitioned to the EM-Tech team in November of last year. Lorrie spends the better part of her day making sure the data integration between Salesforce and Banner runs smoothly and duplicates get resolved quickly.
June 4, 2018

EM-Tech Press is the monthly newsletter of the Enrollment Management Office of Technology (EM-Tech)

2019 Online Apps – Graduate
We made huge progress on moving the Graduate Online Applications to TargetX in May. During a TargetX onsite, 28 application types were created and are now in testing. Application design and testing is being co-led by Jodi Ward of Graduate Admissions and John A. Brown of EM-Tech. We expect testing to be complete and be ready to go-live in early July.

Quick Status
Graduate Online Application conversion to TargetX
Currently in Application Specification Stage
- TargetX Onsite – May 15-18th
- TargetX Training- TBD
- Go Live Application – July 1, 2018
- Go Live Decision Letters – July 1, 2018
- Go Live App Review Tool – July 15, 2018

TargetX Retention Module
Currently Testing Data Integration
- Data Integration Go Live – June 7, 2018
- Advisor Train the Trainer – July 25, 26
- Project Completion – September 1, 2018

Note: This timeline was revised to work around our orientation schedule.

EM-Tech Staff
- Mike Roe – Director
- Chris Broomell – Asst. Director Systems
- John A. Brown – CRM Administrator
- Lorrie Racine – Data Integrity Coordinator

Thanks to Megan Anderson for providing editorial support.

Academic Area Training
Over the past couple of months, EM-Tech and Admissions staff have provided numerous training opportunities for all academic areas, in reporting, event management, email campaigns and using Salesforce/TargetX for processing incoming students. But we aren’t done! In addition to Student Success Center Training coming in late July/early August we also offer focused area training. If your area would like more training focused specifically on your needs, contact Mike Roe – Michael.roe@wmich.edu

CRM version updates
We have completed the Communities upgrade, delayed last month because of technical issues, and thus we are current on all TargetX upgrades through March 2018. April updates have been released, and we will be upgrading to these shortly.

We are continuing to investigate the impact and changes required to migrate to the Lightning Experience interface.

2019 Online Apps – Undergraduate
We are currently finishing testing of the 2019 undergraduate applications in our full production sandbox. Testing is being headed up by Julia Trowbridge from Admissions, and is including many stakeholders. We expect to go-live with the 2019 Domestic Spring, Summer and Fall applications for freshman & transfers by June 11, 2018. Other application types and international applications to go-live by the end of June.