

# Improving Application, Retention, and Data-Collection

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As part of the overall eCampus Initiative with the goal of expanding access to education for citizens in the State of Georgia, in 2021, The Technical College System of Georgia (TCSG) purchased TargetX, a leading customer relationship management program tailored for higher education. With this product, TCSG aims to improve the user experience for students applying to and attending TCSG colleges as well as providing useful tools for student-interaction with college faculty and staff. Since implementation, this partnership has proven to be a valuable asset for TCSG, streamlining various aspects of student engagement and recruitment. In fact, TCSG won the 2021 Ventana Research Digital Leadership Award in Customer Experience for these efforts.[1]

[1] [Technical College System Earns Digital Leadership Award in Customer Experience with Salesforce and TargetX for 2021 \(ventanaresearch.com\)](https://www.ventanaresearch.com)

## Student-Facing Accessibility:

As soon as a student accesses TCSG's website, a TargetX instant messaging tool pops up in the screen's bottom right-hand corner that allows the student to access information on TCSG, lookup their local college, and apply. Following their acceptance, the system allows students to view upcoming TCSG events as well as schedule meetings with staff and faculty. TargetX keeps a record in its database of all current students as well as those who have inquired and those who have started their application. This allows TCSG to follow up with future students who might need a reminder or assistance with completing the application process.

Early results show that implementation has already been a great success. In fall 2023 semester alone, 142,635 technical education students applied to TCSG through TargetX.

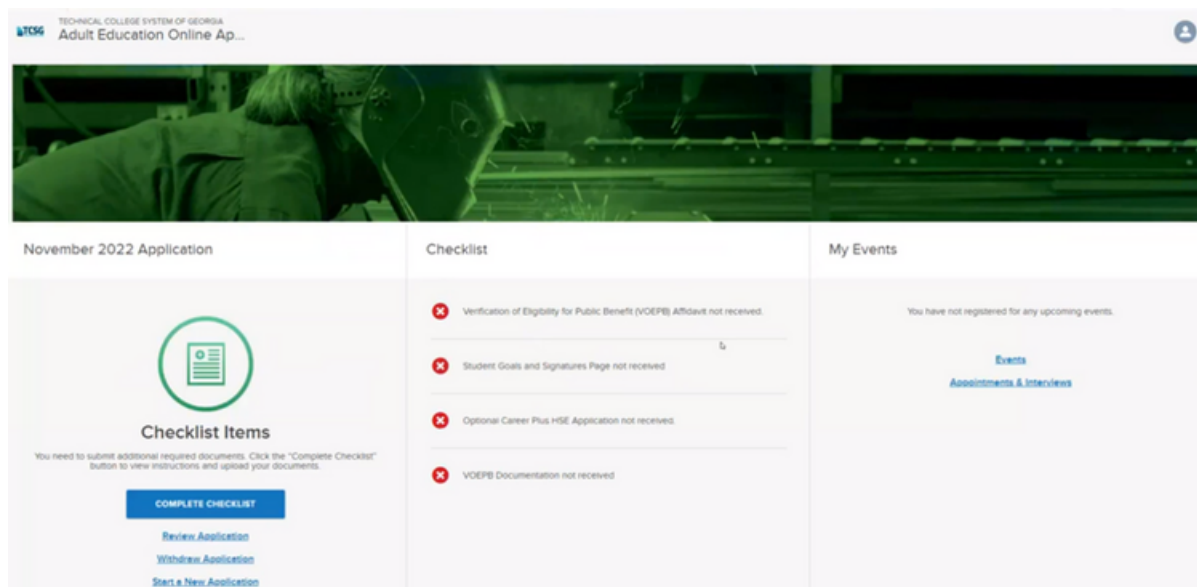
As of February 20, 2024, applications in spring 2024 grew by 19.36% compared to the previous spring, with 70,223 students applying through the platform.[2]

In addition, TCSG uses data from Georgia Match to track and engage prospective high school students. Launched by Governor Brian Kemp in 2023, Georgia Match is a state-wide initiative designed to simplify college enrollment for recent high school graduates by providing a list of colleges and universities for which they meet the admissions requirements.[3] The Georgia Student Finance Commission (GSFC) provides the students' contact information to participating agencies. TCSG loads this information into TargetX so colleges can begin reaching out and/or enrolling students. Students have the option to either request more information from a college or immediately claim their spot.

[2] TCSG Administrative Data

[3] [GEORGIA MATCH | Georgia Student Finance Commission \(gafutures.org\)](https://www.gafutures.org)

Below is an example of what a TargetX interface looks like from the student perspective. In this scenario, the student has begun the process of application, but has not sent in all required paperwork, such as Verification of Eligibility and Public Benefits. The student has not registered for any meetings or events. Note the application status information on the left, the checklist of required actions in the center which instruct the student how to finish the application, and the ability to view and register for events on the right.



#### Staff Empowerment:

Starting in 2025, TCSG staff will be able to access a TargetX interface that provides reliable student data and interactive, drag-and-drop dashboards, empowering them with comprehensive insights into student demographics, residence, and academic performance. The platform will allow staff to view information as general as large-scale college trends or as specific as results from a single recruitment event or even the profile of an individual student. The system will enable data-driven decision-making, allowing staff to break down information easily to make data-driven decisions. The TargetX interface also will allow staff to inform students about upcoming events through its texting and email portal, which can be directly managed or automated. Staff will be able view registration, send out mass communications, and distribute surveys.

#### Retention Support:

By the end of spring 2024 all 22 colleges will be equipped to access the first set of TargetX Retention suite tools. This change will play a crucial role in student retention by leveraging one source of communication and documentation of student interactions with staff. Over the long term, this suite will offer the ability to monitor at risk student behavior and build interventions around preventative measure for drop and stop out student tendencies. The platform will capture critical data such as holds and other red flags that may indicate a student's likelihood of not finishing their program. Faculty and staff will be able to seamlessly communicate concerns as well as share kudos pertaining to individual students or groups. This will give TCSG greater capacity to ensure student success and build the workforce pipeline.

#### Conclusion:

TCSG's work on recruitment, retention, and data-collection since 2021 has significantly enriched the enrollment and student experience while empowering staff with powerful tools for effective decision-making. The seamless integration of TargetX into TCSG's educational ecosystem underscores the importance of leveraging advanced technology to enhance both administrative efficiency and student success in higher education institutions.