

Board of Trustees
Washtenaw Community College

DISCUSSION

4800 E. Huron River Drive
Ann Arbor, Michigan 48105-4800

Subject
Target X Customer Relationship Management System (CRM) Contract Renewal

Date
March 30, 2021

BACKGROUND

Target X Recruitment and Retention Software was purchased in 2018. The software was purchased to manage the student life cycle. The software has been implemented and has provided improvements that have transformed recruitment, retention, and student success activities. The system has allowed us to focus processes and activities to drive increased student engagement and relationship building that lead to increased student retention and completion.

As presented at the February Board of Trustees meeting, the college continues to expand the use of the software to further leverage its impact. Recruiters and advisors are using Target X as the main system of record for interactions. Integration of student support services, student activities and scheduling processes will be implemented, as well as enhancements to marketing automation to support both recruitment and retention. Additional user groups and processes will be added to more effectively manage student relationships.

RECOMMENDATION

That the Board of Trustees approve a 3-year contract renewal with Target X in an amount not to exceed \$302,100 (\$100,700 billed annually) with annual renewal options, to provide the student lifecycle relationship management (CRM) software for recruitment and retention needs.

A ROLL CALL VOTE WILL BE TAKEN

Prepared by: Dr. Kimberly Hurns
Title: Executive Vice President of
Instruction & Academic Affairs

Recommended by: *Rose B. Bellanca Ed. D.*
Rose B. Bellanca, President