



## LIAISON ACADEMY'S TARGETX PREMIER EDUCATION: Hands-on TargetX Training to Boost CRM User Skills and Enhance Institutional Outcomes

Liaison Academy's TargetX Premier Education program delivers added value to TargetX clients by providing hands-on training that elevates the expertise of users and administrators, providing them with the skills and confidence necessary to excel in their areas of operation and improve institutional class-building outcomes.



**Cohort-based learning communities**



**4 tracks to advance TargetX knowledge for recruitment, marketing, enrollment, and operations**



**Certification upon evidence of TargetX mastery**

## More than Just Tech Talk: The Benefits of Premier Education

Premier Education is not a static overview of TargetX's features and capabilities. It's a live, immersive, and ongoing hands-on program in which learners actively engage with course leaders to gain the technical and practical skills that will make it possible to do their jobs more strategically, effectively, and collaboratively.

By offering four training tracks specific to the functional responsibilities of each type of TargetX user, Premier Education unites Admissions Users, Communications Managers, Events Managers, CRM Administrators, and High-level Administrators in their shared mission to make better decisions that lead to better enrollment and retention results.

### What is TargetX Premier Education?

Premier Education consists of one prerequisite course, "End User Foundations," as well as four training tracks customized to functions typically found on a college campus.

Each training track focuses on in-depth reviews of TargetX product configurations, features, and functionalities, giving participants the opportunity to gain valuable skills and insights they can leverage immediately in their pursuit of top-priority institutional goals.

The list of Premier Education training tracks includes:

- ✔ **Recruitment Track:** An exploration of all facets of record creation and management as well as in-depth training on the functionality of the TargetX Events tool.
- ✔ **Marketing & Communications Track:** An overview of a communication flow for print, email, advanced email functionality, and other mediums plus strategies for analyzing data to shape future campaigns.
- ✔ **Admissions & Enrollment Track:** A framework for facilitating the movement of students from the application stage to enrollment with online applications, applicant tracking, student portals, and more.
- ✔ **Administrator Track:** The foundation for a solid understanding of TargetX CRM and Salesforce technical issues commonly encountered in the daily operations of a CRM administrator.

### Putting Theory into Practice: How the Premier Education Program Works

Liaison creates, maintains, and delivers all Premier Education training content using Zoom for virtual training sessions and roundtable meetings.

The End User Foundations prerequisite course will be offered each month, while all four Premier Education training tracks will be offered twice per year (January-July and June-December), allowing full program completion within six months.

Each track consists of five weeks of coursework and roundtable meetings and one week of course review. Throughout these weeks, learners commit to a half day or 2-hour session. Tracks do not need to be taken in order.

Premier Education fees — \$100 for the End User Foundations course and \$500 for each track — will be charged at the time of registration.

In addition, TargetX Premier Education cohort relationships will be further strengthened through Salesforce Community Groups accessible in the TargetX Community, and through Liaison hosted networking events.

## Register Now



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