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Logging into TargetX

All faculty and staff on admission committees will need access to Salesforce, the platform on which TargetX is located. If you have not done so already, please email the Graduate Admissions office at askccas@gwu.edu, with the names and emails of individuals needing access. You will receive the below email once your account has been created. Please ensure that you verify your account.

2. Once you have verified your account, you can visit http://gw.my.salesforce.com to login to TargetX. Your username and password will be your general GW netID and password.
Toggling Between Lightning View and Classic View

The University has rolled out a new version of TargetX call Lightning Experience. If you prefer to continue using TargetX Classic, you can switch back as described here:

- If you are in Lightning View, and wish to switch to Classic View, click on user profile on top right corner of your page and click on Switch to Salesforce Classic.

- If you are in Classic View, and you wish to switch to Lightening View, you can use this option:

To learn more about the Lightning Experience, training modules are available here: [Lightning Experience for Salesforce Classic Users](#)

Viewing Your Applications

Your Program Coordinator will alert you once a group of applications have been made available to you for review. Generally speaking, decisions are due within four weeks. You will receive auto-generated emails alerting you when Decisions are “Due Next Week”, and again when any Decisions become “Past Due.”

1. Once in TargetX, open the Application Review tab.

If this tab does not appear at the top of your TargetX screen, click on the ‘+’ sign. You will then be presented with an All Tabs screen. Select Application Reviews here.
2. Select My Application Reviews (CCAS) from the drop down menu, and **click Go to refresh the screen.**

A list of all of your pending applications will appear. You can sort your applications by any column on the screen.

3. Click on the application Review number. This will open a new screen.
4. Click on Read Application to view the application.

5. The application and bookmark menu will appear on the next screen. The application will have approx 2-4 cover pages with the applicants demographics as well as educational history and test score information. Your can either scroll down the application to view the information and attachments or use the navigation bar on the left to jump to different sections.

6. The file can be downloaded as a PDF in two sections. For section one, click Application Profile CCAS, then click on the download icon on the far right side of the screen.

7. Open/print/save the pdf as needed.
8. Next, for section two, click Transcripts, then click on the download icon on the far right side of the screen (employment history, essay, resume, and recommendations will be included in this second section).

9. Open/print/save the pdf as needed.

NOTES
- Greyed out menu items indicates that no information exists. For the example above, there were no Test Scores for this application.
- Each uploaded item has a cover sheet. On the cover sheet for the transcript from the Bachelor's institution, the Official GPA was calculated by CCAS to include any transfer credit. The self reported GPA is the GPA the student entered on their application.
- Your Program Coordinator will place in decision notes anything that they feel you need to know regarding the application.
- If your department requires a portfolio and it is not showing in the reader you will have to download the portfolio through the notes & attachments section of the application.

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<th>Notes &amp; Attachments</th>
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<td>Action</td>
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Entering Admission Decisions

1. Once you have reviewed the application and are ready to make a decision, click on the Scorecard button on the left side menu.

2. Click on Decision

3. This where you will select Admit or Deny (some departments also can select Waitlist). The Scorecard differs slightly for different programs (for instance, certain departments can enter notes, conditions or deficiencies), so your Scorecard might look different from this one.

Only enter the admission decision in this screen. Do not click back into TargetX and enter the decision on the applicant record.

4. Click on Funding

5. This is where you will select whether an applicant will receive funding or be recommended to CCAS for funding, and if so, the type of award. The funding section of the scorecard does not replace Banner Workflow. The options that appear for your program may vary from the image below.
The answer you give to the funding question will result in specific text being inserted into the Admission letter that the CCAS Coordinator will generate, as follows:

--If you select Yes, the admission letter text will read:

You have been selected to receive an award of merit-based financial assistance. Details will be sent shortly by email to the address you provided on your application.

--If you select No, the admission letter text will read:

The applications for University Fellowships and Graduate Assistantships have been reviewed and I regret to inform you that we are not able to offer you an award.

--If your department has the option of selecting Alternate, the admission letter text will read:

You have been named as an alternate for a University Fellowship and/or Graduate Assistantship. We have only a limited number of these awards available, not nearly enough for all deserving applicants. Although we cannot offer you an award at this time, we may be able to in the near future.

--The answer that you give to this question will appear under the Awards Recommendation column in the CCAS Faculty Enrollment Report for your program – more information on these reports can be found in the below section on Applicant Information and Enrollment Reports.

--All language about funding will be omitted from admission letters for Certificate students, as funding is not normally given to Certificate students.

6. After selecting your Decision and answering the Funding question, click Submit.
NOTES

- When you Submit a Deny decision, it will automatically generate a Deny letter, and the applicant will be able to view the decision in his/her online application portal at 11:00pm that evening. If you accidentally enter a decision of Deny you must contact your Program Coordinator straight away so they can alter the student record and ensure that they do not receive the Deny decision. Changing your decision in TargetX does not reverse the decision.

- When you Submit an Admit Decision, it does not automatically generate an Admission letter – instead, your Program Coordinator completes some processing and issues the admit letter. Coordinators attempt to process Admit letters on a daily basis as you Submit your decisions. However, during high volume periods, this may actually take a day or more to accomplish.

- Any member of the admission committee can submit a decision, but only the decision of the Head Reviewer will be acted upon by the Program Coordinator.

Entering Bulk Decisions

It is possible to enter bulk decisions in TargetX. Please use this feature only for applicants that you wish to Deny. Admit recommendations require additional information that cannot be bulk-entered.

1. To deny multiple applications at once, click on the application reviews tab to view a list of your pending reviews. Check the box of the applications that you would like to deny and click update scores. Then you will need to update the value again to show completed.

2. Choose Decision as the Value, Deny as the Score, then click Save
3. Choose Completed as the Value and make sure the box is checked.

![Bulk Score Update](image)

The system will only allow you to deny approximately 20 applications at a time.

**Creating and Customizing A View in ‘Application Reviews’**

1. Once in TargetX, open the Application Review tab.

![Application Review Tab](image)

If this tab does not appear at the top of your TargetX screen, click on the ‘+’ sign. You will then be presented with an All Tabs screen. Select Application Reviews here.
2. Select CCAS - Faculty Customizable Template from the drop down menu, then select Edit.

3. Change the View Name in Step 1, using this naming convention:

   CCAS - Program Name Your Name

   So for instance, CCAS - Museum Studies Bob Smith

4. In Step 2, keep the Filter by Owner set at "My Application Reviews," and leave rows Rows 1 through 4 as is. Specify other filter criteria by Adding new Rows.
5. Select the Fields you want to Display in Step 3.

6. Restrict Visibility in Step 4 by changing Visible to **all users**, to Visible only to **me**. Then click on **SAVE**.
Applicant Information and Enrollment Reports

To assist you in your review process, your CCAS Coordinator can create Applicant Information Reports that list things like demographic data, official GPA, and undergraduate institution for all of your applicants. Please consult with your CCAS Coordinator to request these reports – in some cases these reports have already been created for your program, and can be easily updated and customized.

Enrollment Reports have been created for all CCAS programs. These reports list all applicants for whom a decision has been made, and whether they have accepted or declined their offer of admission. They are updated in real time. You can view these reports any time as described below. You will also periodically receive auto-generated Enrollment Report emails, with the most recent report attached as an excel spreadsheet.

1. Once in TargetX, open the Reports tab.

If this tab does not appear at the top of your TargetX taskbar, click on the ‘+’ sign.

You will then be presented with an All Tabs screen. Select Application Reviews here.
2. On the left side, under Folders, click on CCAS Faculty Enrollment Reports. A list will appear with all CCAS graduate program enrollment reports for the current term. Click on your program to view your enrollment report (enrollment reports from previous terms are located in the CCAS Faculty Reports ARCHIVE folder).

3. The blue headers in the report indicate the final decision of the application, as listed below.
The column labeled Deposit Intent to Enroll indicates the admission offer response for admitted applicants. Yes means they have accepted the offer of admission, and No means they have declined the offer of admission.

On the day that the student goes into their online application and accepts the offer of admission, a ‘Yes’ will appear in the Deposit Intent to Enroll column. Initially, the student’s name will remain listed under the 01- Offer Admission heading. Then, approximately 24 hours later, the student’s name will be moved down under the 70- Applicant Accepts Admission heading.

In order for this Deposit Intent to Enroll column to be correct and useful, it is important that the applicant log into the online application that they created in TargetX/Salesforce, and accept or decline the offer. If an applicant notifies you in an email that they are accepting or declining the offer, please forward that email to your Program Coordinator so they can ensure that the applicant’s response is recorded in TargetX. If you have any questions about your enrollment reports, please contact your CCAS coordinator.

**01 - Offer Admission** means an admit decision was entered, but they have not yet accepted or declined the offer.

**08 - Offer Admission Pending Final Cert** means department recommends for admission but applicant lacks the required visa documents to show they have sufficient financial support to cover their period of study.

**50 - Denied Admission** means the applicant was denied.

**52 - TOEFL Deny** means that applicant’s TOEFL score was below the minimum requirement for admission consideration.

**70 - Applicant Accepts Admission** means the applicant was admitted, and they have accepted admission.

**80 - Applicant Declined Admission** means the applicant was admitted, but they have declined the offer.

**81 - Withdrawal After Commit** means applicant committed to coming but changed their mind and will not attend.
82 - Applicant W/draws Application means the applicant has withdrawn their application (they can withdraw either before or after an admission decision has been made).

88 - Commit, Not Enrolled means student committed to coming but never registered for courses and CCAS has not heard from them.

89 - Admitted, No Response means the student was offered admission but never accepted or declined.

Setting up Your Reports and Dashboards

The Office of Graduate Studies will create 2 standard reports for you so you can monitor your applications and enrollments. To access these reports and to create your own dashboard, please follow the steps below.

1. If you cannot view the Dashboard and/or Reports tab, click on your name and then Settings on the top right of the screen.

2. On the left side menu, click on Display & Layout and then Customize my Tabs.

3. Choose Dashboards from the Available Tabs selection and move it to your Selected Tabs box by clicking the right directional arrow, repeat with the Reports tabs. Click Save.
You should now be able to view the tabs. These will remain every time you log in the Target X unless you decide to remove them by following the directions above.

4. Click on the Reports tab and click on New Dashboard.

5. Click on the Data Sources Tab, open CCAS Faculty Reports.

Click and drag your report to one of the three column displayed on the page. When you drag the report, the column should be highlighted. Let go of the report so in lands in the column.
6. Click on the Components tab. This is where you can select a graph type on how you wish your data to be displayed.

Once you select a graph, drag and drop it on top of your report.

You may change the settings (data labels, legend position etc) of your graph by clicking on the Wrench icon on the top right. Click OK to save your settings.

7. Click on Edit Title to create a title for your graph. Once you have finished click Save.
8. You must create a title for your dashboard. You may create as many dashboards as you wish. For example, if you have more than one program, you can create a new dashboard for each program. Please note that you may only view one dashboard at a time. Ensure you save your dashboard under My Personal Dashboards. Click Save and Run Dashboard.

![Save Dashboard](image)

9. All data in Target X is real-time. You may check the number of applications, enrollment etc at any time by clicking on refresh.

![Edit Clone Refresh](image)

10. The view the data behind the dashboard and report, simply click on the graph from the dashboard screen. This will bring up a list of applications that are included in the report. You can access any application by clicking on the Application Number.

Glossary

**TargetX**- Admissions platform that applicants use to apply to GWU

**Salesforce**- CRM that houses TargetX

**Head Reviewer**- Person in the department who will make the final decision in TargetX.

**Committee Reviewer**- Person who has access to Target X to review and make comments and recommendations, but cannot submit the final decision to CCAS.