

# engaging and informing students



## challenges

Students want to interact via text messaging, but less than 50% of schools support it

Colleges struggle with privacy, text-enabling landlines and multi-department rollouts

## solution

A trusted platform that automates and streamlines student and faculty engagement

Students get updates such as grade postings and faculty get grades-due reminders

## results

Improved graduation and course completion rates

Simple, rapid, flexible rollout and reliable message delivery

Personalized messages help students find resources to meet their specific needs

### engaging and informing students with text messaging

For nearly 20 years, text messaging has been the most common way that teenagers and young adults communicate with friends, family and businesses but not colleges and universities.

To successfully implement text messaging, schools must navigate a daunting host of technological, privacy and regulatory considerations.

Those institutions are missing out on proven opportunities to improve graduation rates, help faculty engage and inform students and encourage participation in clubs and other activities.

Text messaging also helps minimize "summer melt," when 40% of new high school graduates decide not to attend college. One study found that text messages from colleges keep those graduates on track, with an 11% enrollment increase among lower income and first-generation students.

Wayne State University (WSU) has successfully used texting since 2007 to help faculty and staff inform, engage and support students throughout their academic career. Students can sign up to get messages regarding course time or location changes, final grade postings, financial aid notifications, campus events and more. Texting also is an ideal way for WSU to maintain a lifelong relationship with alumni and keep them informed about donation opportunities, big games and reunions.

To achieve these and other benefits, WSU turned to TruReach Deliver Aerialink and iconectiv's team of industry experts for a fast, flexible rollout, reliable message delivery and compliance with federal texting regulations.

77%

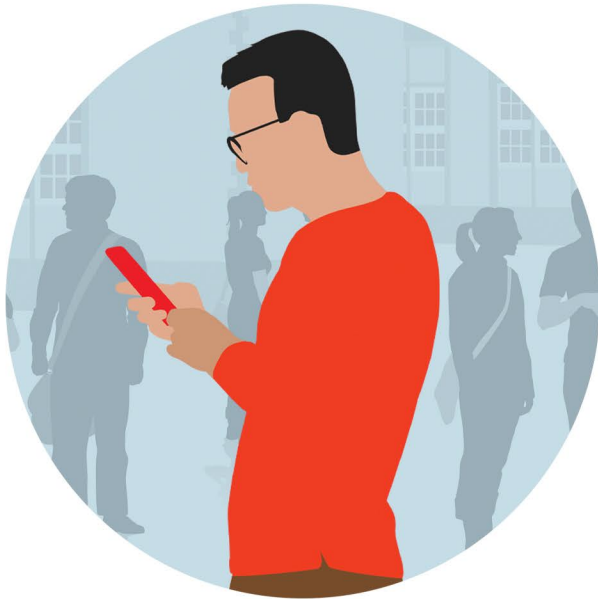
Students want college info via text<sup>1</sup>

86%

Students complete a task after being reminded by text<sup>2</sup>

<sup>1</sup> <https://www.localproject.net/docs/texting-stats/>

<sup>2</sup> <https://www.admithub.com/blog/16-statistics-why-schools-should-texting-and-messaging-students/>



## messaging is more complex than it appears

Although SMS and multimedia messaging service (MMS) might appear as straightforward as email, they're actually highly complex in terms of network protocols, regulatory requirements, implementation options and more.

### challenges

To use messaging effectively and correctly, colleges and universities have to master these nuances and complexities:

#### Text-Enabling Landlines

Office landlines and toll-free numbers can't receive and send texts

#### Masking Personal Numbers

Ensuring that a faculty member's personal phone number is masked when calling or texting students

#### Network Requirements

Understanding and adhering to unique connection protocols, character-encoding requirements, message concatenation and complex delivery receipt status and error coding

#### Conversational Messaging

Enabling students to text questions and raise issues that are important to them—with faculty, staff, deans and administrators

#### Compliance

Managing user consent including opt-in and opt-out

#### Centrally Managed

Easily engage with thousands of students, faculty and staff who are geographically dispersed  
Simplifying administration via schedule to help drive engagement

## enable performance, flexibility and engagement

Since 2007, iconectiv has helped Wayne State University (WSU) overcome the technological, privacy and regulatory considerations that prevent some institutions from leveraging text messaging for student and alumni engagement. Since that time, faculty and staff have been able to more easily inform, engage and support students throughout their academic career and connect with prospective students and parents.



### solution

#### easy to use

Deliver the right messages to the right people at the right time

APIs connect to existing systems to simplify messaging interfaces and allow for mass communications delivery and targeted conversational engagement

Accessible from any web-connected desktop or device

#### engaging

Centrally manage texting across multiple campuses and dozens of departments

Conversational texting provides direct engagement and immediacy that helps boost enrollment, retention

#### secure

Securely manage text broadcast and chat services across entire university or college footprint

Faculty and staff can text students without giving out their personal mobile number

Complies with privacy and communication regulations, and mobile operator requirements



*"We have a long-standing relationship with iconectiv and have been working together since 2007 to deliver text alert services campus-wide. We have developed a lot of trust in the TruReach Deliver platform, as well as their seasoned messaging team."*

*Rob Thompson  
Senior Director Academic  
Core & Intelligence Applications, WSU*

## keeping students, faculty and alumni informed and engaged

WSU has relied on TruReach Deliver to enable its broadcast messaging service, which delivers priority alerts and other valuable information to students, faculty and staff. These messages allow current students and faculty to stay up-to-date and is used to engage prospective students and their parents.

### results

#### Keeping the Campus Connected

##### Wayne State University

27K students from 70 countries  
340 degree and certification programs  
2.5K full- and part-time faculty  
13 schools and colleges  
18 varsity athletic teams  
400+ student clubs

**27K**

#### Getting the Message Out

Central and secure way to manage texting across multiple campuses and dozens of departments via an intuitive interface that is accessible from any web-connected desktop or device

**simple**

Students, alumni and faculty go to [broadcast.wayne.edu](http://broadcast.wayne.edu) to register their mobile number and set their preferences

#### Ensuring Important Reminders are Seen

Messages help students and faculty stay up-to-date with campus events that require their attention, as well as critical administrative alerts related to student success.

WSU can compose a message and, with one click, send it to an entire distribution list, such as all students on a course wait list.

98% open rate<sup>3</sup> versus 20% for email

**98%**

#### Making It Personal

Once admitted, incoming students receive personalized messages, such as when their dorm opens or information about clubs that match their major and interests

One study<sup>4</sup> found that text messages from colleges keep those graduates on track—with an 11% enrollment increase among lower income and first-generation students

**+11%**

3 <https://www.gsma.com/futurenetworks>

4. <https://slate.com/technology/2015/09/how-text-messages-can-keep-students-on-track.html>

### about iconectiv

Your business and your customers need to access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services and its unmatched numbering intelligence helps you do just that. In fact, more than 2B people count on our platforms each day to keep their networks, devices and applications connected. Our cloud-based Software as a Service (SaaS) solutions span network and operations management, numbering, trusted communications and fraud prevention. For more information, visit [www.iconectiv.com](http://www.iconectiv.com). Follow us on Twitter and LinkedIn.

### make the connection.

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