

Dynamic University enlists Janet txt to improve student communication

Addressing student satisfaction

Having primarily relied upon email and noticeboards to communicate key information such as timetables, accommodation and financial support, Southampton Solent found urgent messages just weren't reaching their pupils in time. This triggered a number of complaints, as students would turn up to campus only to find a lecture had been cancelled or a room changed at the last minute. Ringing each individual student on their mobile phone was an immediate alternative, but Southampton Solent knew it needed to provide its faculties with a more efficient solution.

A new way of thinking

After being recommended by another university, Southampton Solent chose to enlist the help of PageOne's Janet txt service.

"It offered our faculties a trusted, simple and cost-effective way to send information. More importantly it allowed us to address student concerns and increase the likelihood of urgent messages being seen quickly,"

says Alison Langford, Telecoms Administrator, Southampton Solent University.

Enhancing messaging capabilities

With the added benefit of MoodleMobile 2, PageOne's plug-in for the Moodle 2 Virtual Learning Environment (VLE), academic staff are able to send messages using existing data held within system, without the need for additional training. Users can log into the Moodle (VLE) as normal and send any

combination of text or email messages, to a whole department, a specific class or an individual student.

Daran Price, Learning Systems Developer at Southampton Solent University tested the beta version of Moodle 2 before its official release and now uses the service within his day-to-day communications.

"The PageOne plug-in for Moodle 2 has proven an invaluable resource enabling swift and effective communication with students. Broadcasting essential information by text from directly within the Moodle environment offers a fast and efficient way of reaching the appropriate individuals," explains Price.

The university's Marketing, Finance and Accommodation departments are also users of Janet txt and benefit from some additional enhancements to the service such as PageOne's Microsoft Excel plug-in. The plug-in's sophisticated merge field capability offers an easy and convenient way to send and receive messages straight from an Excel spreadsheet, allowing the user to personalise messages if needed.

Staying on budget

To keep track of costs, the university purchases its messaging in blocks, as and when required. A complete record of all the messages sent is automatically generated and the telecoms administrator receives a record of how many texts have been sent by each faculty. "This makes it really easy to keep track of what our messaging is costing and ensure

we are on budget. I can see at a glance both our total expenditure and how much of that cost I should be allocating to each department," says Alison Langford.

Better communication means better student engagement

Implementing Janet txt has greatly improved the university's ability to reach students and communicate more effectively. Alison Langford recalls a recent incident where the service again proved its worth. "When one of the buildings completely flooded we were able to message all affected students informing them not to come in. This was really successful, even amongst students that hadn't provided their mobile number as the message quickly spread through word of mouth."

Meanwhile Janet txt provides the marketing department with a simple way to contact large groups about guest lectures and other upcoming activities they may be interested in.

"Staff find the service very easy to use and students really value the effort we make to engage with them," concludes Alison Langford.

About Southampton Solent University

Southampton Solent is one of the UK's newest universities and has seen a 100 per cent increase in applications over the past five years. With just over 19,000 students it prides itself on delivering excellent employability working closely with industry and professional bodies to provide academic excellence enhanced by real world learning experiences.

① Further Information