

Blackboard ConnectTxt

97% of college students prefer to text.¹ ConnectTxt puts you in the conversation.

Two-way text messaging is the fastest, easiest and most relevant way to engage your students. Transform how student services, admissions and even academic departments communicate with students, staff or alumni in ways that make it easy for them to respond. Whether it is a small group or thousands of students, ConnectTxt™ gets everyone talking.

Create a conversation.

ConnectTxt makes it simple to send targeted, mass text and email messages from your computer or smartphone and receive a response. Using powerful personalization and automation tools—like shortcodes, keywords, QR codes, and filters—your communications become informative conversations that make it easier to interact with thousands of students and staff.

Streamline tasks and stay organized.

ConnectTxt can quickly help you do more with less. Create templates for commonly used messages, then filter and re-direct incoming texts to other phones and email addresses for fast follow-up. You can also label your messages and create helpful reports by topic to better analyze your responses.

Scalable, reliable and secure.

ConnectTxt is secure software-as-a-service (SaaS) technology that relies on the same encryption used by online banking organizations. In addition, Blackboard Connect has significant capacity and reliability with over one billion messages sent in 2011 and 99.99% uptime.

Get help whenever you need it.

While ConnectTxt is easy to use, you might occasionally have a question or two. Our client care team is ready with the answers,

and product training is always free. Our team can also provide strategic counsel, with deep knowledge of best practices, advanced features and unique use cases.

We wanted to know which students were going to deposit and enroll. We instantly had 24 percent of these students responding via texts. It was fantastic. We were then able to focus our recruiters' efforts on the appropriate influential audience. This gave us significant savings in both time and effort.

Dana Simmons
Director E-marketing and Outreach
Westminster College

¹Ball State University Study, 2010

2-WAY SMS APPLICATIONS FOR YOUR INSTITUTION

Increase enrollment and better predict admissions yield.

ConnectTxt users have enhanced the impact of recruiting and enrollment efforts with strategic text campaigns. Use shortcodes and keywords to build a database of interested prospects. Send cost-effective messages to students and their families about campus visits or deadlines for applications, financial assistance and tuition payments. You'll get actionable data that can help you set your institution apart from the competition.

Promote student engagement.

Using text effectively can help you create a robust sense of community on campus. For today's increasingly-mobile students, targeted and relevant messages for everything from advising to student activities can improve the student experience and increase retention.

Improve teaching and learning.

Instructors can use ConnectTxt to support lectures and boost learning within the classroom environment and beyond. Two-way messaging can enable in-lecture questions, class surveys, virtual office hours – even substitute for clicker systems. Some instructors have even created systems for peer-marking of exams to save effort and expedite the posting of exam results.

Create efficiencies for everyday processes.

Use two-way messaging to automate certain processes by using real-time reports that are texted in and then routed to a designated person. For example, coordinate staffing, report a facilities task, or report a tip to campus police. The possibilities are nearly endless for improving the delivery of immediate, relevant updates as they happen.



KEY FEATURES

- **Two-way messaging:** send and receive SMS – the way students prefer to communicate
- **Email, Twitter and RSS feeds** improve communication through multi-channel messaging
- **QR Codes** let your community scan a barcode and receive information on the spot
- **Shortcode keywords** make it easy for your recipients to text in (Just like on *American Idol*)
- **Auto-replies** let you send an automated response message
- **Message forwarding** alerts the employee(s) to the text and makes follow-up fast
- **Mail merge tools** let you personalize messages
- **Message delivery reporting** tracks delivery all the way to the handset
- **Groups and address book actions** help you develop robust contact databases
- **Data integration** makes importing your contacts simple
- **Microsoft Outlook integration** lets you send SMS direct from your email inbox
- **Convenient APIs** that automate SMS deliveries tied to your processes