



For immediate release
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Southampton Solent University studies text

Southampton Solent University's Study Assistance service is piloting an SMS text messaging system to communicate with its students.

Students often need to be contacted at short notice if they are late for tutorials, or if a cancellation has opened up an appointment time. Students and their support workers also regularly need to be updated about room and timetable changes.

"We always preferred our students to use their university email account, which we have set up for them," explains the Learning Resources Co-ordinator, John Craig, "but students are reluctant to use it, preferring their own less reliable internet email addresses instead. Leaving messages on voicemail could be equally unreliable if they did not check their mailbox for some time."



As a solution, the University is piloting the **e-txt™** message manager, a bulk SMS text messaging application and winner of the New Product Award at the DMBusiness/International Direct Marketing Fair (IDMF), made by Dynmark International Limited.

e-txt™(e-text) is a bulk SMS text message management and distribution system which is operated like any common email application. But unlike email, it allows PC users to send and receive large volumes of text messages, schedule messages to be sent, set up campaigns and publish mobile internet sites, amongst other functionality.

“Texting gets straight to them and we get a better response than before,” says Mr Craig. “And, with the text facility being fully integrated into our database system we can both trigger and record mobile numbers automatically”

“People around the campus sound interested in using text messages - and depending on its success at the beginning of the new academic year, it could spin-out into other departments. I’m sure the library would be keen on a service to let students know when popular books become available or overdue.”

Ends



Image available of John Craig and Solent students



Notes to editors:

Dynmark International Limited is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Southampton Solent University is one of the UK's newest universities, gaining university status in July 2005. Offering 16,000 students a choice of courses ranging from foundation 'level zero' years that lead onto degree courses, to master's degrees and PhDs, plus a variety of professional and short courses, the University has awarded more than 100 research degrees since 1992.

Southampton Solent University's Study Assistance service offers a free and confidential service available to students enrolled at Southampton Solent University, focussing on learning and study skills development, and disability support.

Further information

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