

# EMS Case Study *University of North Carolina - Wilmington*



## **SMS + EMS = INFORMATION SUCCESS**

### Advancing Campus Communication

The University of North Carolina Wilmington (UNCW) uses EMS Master Calendar to successfully manage events across campus. However, an on-campus faculty-led startup— Mobile Education – wanted to take it one step further incorporating their two-way text messaging application with Master Calendar to further advance communication across campus.

The goal was simple: Give students instant access to campus events right at their fingertips—literally.

### The Texting Effect

The My Mobile Ed service was designed and developed as an innovative, real-time, two way text message (SMS) service for students to use. Accessing data through an application programming interface (API), the program has the ability to read information from several different systems, in this case EMS Master Calendar. Using UNCW as a pilot program, Dr. Ron Vetter and his partner Dr. Jeff Brown, founders of Mobile Education, rolled out the campus-wide texting application in 2007.

Since then, Mobile Education, working in conjunction with UNC Wilmington, has developed a number of interesting text messaging applications for university students. Texting apps are available for the campus library, film schedules, bus schedules, students' grades and dining hall menus. Ultimately, the SMS interface with the EMS database provides considerable flexibility when extracting information from the system—giving students the ability to gather information on a number of campus activities at any time.

### Fast Facts

- **60,000** text messages processed a month
- **3,500** registered student users
- **28%** of the UNCW population uses the My Mobile Ed service
- Integration awarded **Digital Education Achievement Award**

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## SMS Answers Campus SOS for Information Requests

The end result is a program that works collaboratively with EMS Master Calendar to provide campus information to students via text message. The most popular texting app allows students to simply send the word "MOVIE" to the short code 90947 and receives information from EMS Master Calendar via text message. Through this service students can plan their evening entertainment from anywhere on campus.

Through the integration of My Mobile Ed and EMS, data is more readily available to faculty and students creating a stronger sense of community and awareness on campus.

The Mobile Education service has over 3,350 registered student users, which is about 28% of the total UNCW population. In a typical month 60,000 text messages are processed.

## UNCW + (EMS + My Mobile Ed) = SMS Success

The partnership has been so successful at UNC Wilmington that the university was awarded the Digital Education Achievement Award from the National Center for Digital Education in 2010. Mobile Education will continue to refine the application and market the program to other campuses across the country.

"Our interactive text message applications have been well received by the campus community," said Vetter. "We have found that this is the way students want to get information."

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