

Student Services

Students might check on that e-mail communication from the university once or twice a week, and by that time there might be 200 messages.

The Chronicle of Higher Education, Sept. 2012

Email alone is no longer an effective tool for reaching today's students. Many student service departments rely on email to get information out to their students. With today's students needing to be engaged with their institution, is email really the best way to engage them? ConnectYard allows for messaging students on multiple channels.

ConnectYard allows for end users to opt-in to the channels on which they prefer to receive notifications - either one-to-one or one-to-many communications. Numerous institutions are utilizing our unique platform to enhance how they engage with their students. Visit www.connectyard.com to learn more.

Contact us to learn more about the many ways ConnectYard Can benefit your Institution!

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Features and Benefits

Multimodal Notifications

- ConnectYard is an integrated, multimodal, social and mobile media communications platform. With ConnectYard, you will be able to reach your students on Facebook, Twitter, LinkedIn, personal email accounts, institutional email accounts, and text messaging. Our multimodal platform allows for you to reach the end users more quickly and effectively.

Replaces Antiquated Listsrvs

- With ConnectYard's easy to use platform, Administrators can now send listsrv type messages via ConnectYard and reach students on their preferred channels.

Direct Messaging to Social Media

- Direct messages are far more effective than posting to social media pages where important messages can easily go unnoticed or become lost in the newsfeed.

2-Way Messaging

- ConnectYard provides dynamic 2-way messaging that allows for cross platform communication amongst its users. End users can receive and respond to messages from social and mobile media. All responses, regardless from where they originate, are recorded back into ConnectYard.

Robust Analytics

- ConnectYard offers a highly robust analytic feature. With our analytics feature you can run reports across the entire campus, including channel adoption, time to view messages, and much more.

Message Views

- The Views feature provides confirmation that your message has been received and allows for the Administrators to check who viewed the message. The views feature also provides Administrators needed information, to see how long it took for the message to get viewed, when was the last time the message was viewed, as well as see who has not viewed the message.

@Mentions

- The mentions feature provides efficiency by allowing Administrators to easily include other users into any conversation (Advisors, Financial Aid, Student Affairs, etc.).

Messaging with Attachments

- Attachments or links can be included with any ConnectYard post. Students and Faculty can now post attachments directly from their social and mobile media accounts.

Facebook and Twitter Pages

- Now you have the ability to post a message and not only will it go out to all of the channels, it can now go out to your institutional Facebook and Twitter pages.

User Controls

- The end user has the ability to fully control and personalize their notification options. There is no work required on the part of Administrators to change options for end users.

Opt-in Notifications

- Notifications for all communication channels are opt-in and can be customized across all yards or on a yard-by-yard basis (Student Affairs, Athletics, First Year Student Experience, etc.).

API

- The ConnectYard Application Programming Interface allows your institution to seamlessly integrate ConnectYard with existing portals, student information systems and learning management systems.

Auto-Enrollment

- ConnectYard allows you to quickly and easily bulk-enroll students and staff. You can achieve this by simply importing a CSV file containing user information can do this feature.