

How Communications Software Will Improve Student Retention

A college campus is a challenging environment to establish an effective communications paradigm. They are large, sprawling, and home to thousands of unique visitors each day. In addition to students and faculty, multitudes of other individuals venture on and off campus every day. This causes the ability to set up effective communication methods difficult, but not impossible. Thanks to advances in modern technology, the ability to properly communicate with members of campus has been vastly improved and expanded. These innovations come in the form of co-curricular management tools.

A co-curricular management tool is a very simple concept that delivers extensive results. Specifically, it is a dynamic tool that enhances student involvement and engagement through hosting applications that allow colleges and universities to organize, track, assess, and manage many facets of campus life. This includes the ability to effectively communicate with student organizations and student governments in order to make life on campus more active and engaging. It is no secret that innovative campuses brimming with active student life will experience greater student retention.

One of the worst reputations you can have on campus that threatens student retention is boredom with campus life. When college becomes little more than travel from dorm-to-class and back again, the experience will be less than fun. As any graduate can tell you, there is more to college than going to class, reading books, writing papers, taking tests, group presentations, and final exams. College life is intended to be an eclectic, innovative and social environment that helps shape the student's adult life. A lack of coherent communications systems and social platforms often drags student life down into an eternal bog of boredom.

Often, the school is not at fault. Much of the time, students are unaware of social events going on around campus. Some universities still cling to the classic bulletin board model, where daily and weekly events are posted outside the offices of student life and near the dorms. This is a problem in under-exposure as well as an efficiency. As a result, the majority of the student body is never exposed to all the positive events, activities and clubs the university have to offer. Worst of all, a negative perception develops regarding the student activity levels of the university, contributing dramatically to the decisions made by potential incoming students doing college campus research. Innovative and engaging social media was born from this epidemic: Napster, Friendster, MySpace and Facebook. A college experience should never be all about books or learning. It needs to be social, innovative and engaging.

A solid co-curricular management system would establish a reliable communication system to keep all members of student life informed, engaged and active. These systems are often inexpensive, easy to install, and easy to manage. OrgSync (www.orgsync.com) is a service providing the tools and applications needed to organize and manage student organizations and all facets of co-curricular programming. They offer an extensive platform of collaborative communications software that will enhance communication and student involvement through an online campus. Their ability to keep student life innovative and rewarding will be a tremendous contribution to any academic establishment's retention and enrollment.

About the Author

Ethan Luke. OrgSync increases your [student retention](#) - by better organizing and facilitating communication between your student organizations.

Source: <http://www.articlegods.com>