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School Registration Software for Student Satisfaction by Brandon Munson

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Higher education has become more competitive requiring a student centered appraoch to recruitment and retention. Tech savvy schools using traditional School Registration Software, quickly realize these systems do not address student flow very well during peak enrollment and registration. To be on top of the the competition, an excellent approach is combining school registration software with a queue management system using SMS text messaging and digital display technology to manage student flow.

A well developed School Registration Software system is highly effective at registering, recording and reporting but does not address the frustation of waiting in long lines during enrollment and regisration. By deploying a SMS queuing system such as Queue Mobile, students can avoid the long lines associated with enrollment. They get a text or voice messaging notifying them when itâ€™s there term to registrar. School Registration Software systems do not offer interactive, text based queuing systems, hence the need for schools to start using queue management systems.

Why, text queue management systems? Students prefer to be engaged via their mobile phone. A 2010 study revealed text messaging is a primary reason students have been switching their computing and communication needs over to their mobile phones. According to Michael Hanley, director of Ball State's Institute for Mobile Media Research, 99.8% of college students have cell phones with 97% using text messaging as their main form of communication. Furthermore 97% of all text messages are read--85% instantly--versus 33% of emails. This makes texting the most direct means to engage students digitally.

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Fulcrum Design, LLc, developed the industry leading mobile queue management system, a School registration software and a Student registration software. Founded in 2001 as a business consulting and technology firm head quartered in Glastonbury, Connecticut, Fulcrum Design specializes in custom application development serving the hospitality, higher education, entertainment and health care industries.

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