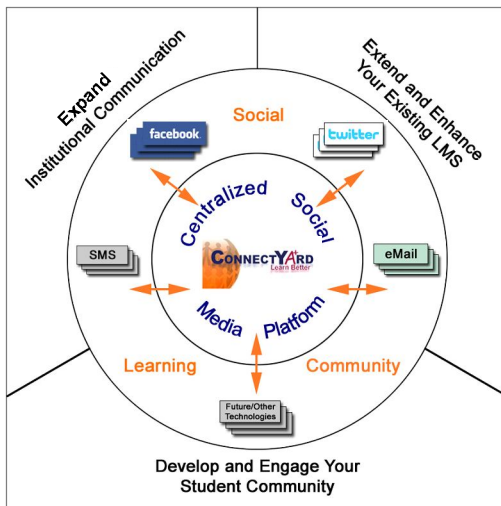


ConnectYard

Reach Students Where They Live and Learn

ConnectYard provides a centralized social media platform that allows users to interact & communicate across popular social & mobile technologies



Our platform:

- Extends & Enhances Your LMS
- Expands Your Institutional Communication
- Engages & Develops Your Student Community

Connect with us:

Phone: 973.494-8041
Email: Info@ConnectYard.com
Web: <http://www.ConnectYard.com>
Twitter: <http://www.Twitter.com/ConnectYard>

THE SITUATION

Email alone is no longer an effective tool to reach today's students. When necessary, students login to their college and university portal and learning management system. However, the vast majority of students check their mobile phones and social networking sites multiple times per day. In fact, some studies show that many young adults in North America spend an average of almost eight hours a day using these technologies. Unfortunately, when many students enter a college or university classroom, they are transported from the 21st century to the 19th century when it comes to applications of these technologies within learning environments. As a result, it is becoming increasingly difficult for many instructors to compete for students' attention and keep them fully engaged.

THE CHALLENGE

The use of social media within both classroom and online learning environments has started to gain momentum at many colleges and universities. However, even these institutions still struggle with how to effectively integrate the diverse array of social and mobile technologies that students bring with them into the learning process. Standardizing on a single social network or smart device can leave an entire segment of the student population out of the conversation. Furthermore, faculty may be slow to embrace these technologies. It is also important to seriously consider those students who do not have computers or high-speed Internet connectivity at home, and think about how they can access online educational tools.

THE SOLUTION

ConnectYard provides a centralized social media communication platform for education that simplifies and unifies communications across a variety of social and mobile technologies. The ConnectYard platform seamlessly integrates into existing portal and learning management systems, providing increased communication capabilities for a wide variety of academic and administrative applications. In addition, the platform can also be used across various departments for institutional messaging, notifications, and emergency alerts. For more information about how the ConnectYard platform can benefit your college or university, please visit www.connectyard.com

