
Trumpia®
www.trumpia.com

The Most Complete
SMS Software

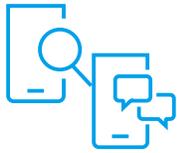
TRUMPIA FOR THE

EDUCATION INDUSTRY

Text messaging is revolutionizing the way we communicate, much in the same way telephones and email did for generations before. This is especially true for the current population of students who grew up with the technology. In fact, 63% of teens say they text every single day. Trumpia offers the most intelligent messaging software, so K-12 institutions, colleges, and universities of all sizes can connect with staff, students, parents, and alumni.

To learn more visit [our website](#), call or text us at 1-888-707-3030, or email support@trumpia.com.

OUR
FEATURES



Mass Texting & Mobile Keywords



Critical Alerts



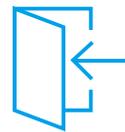
Landline Texting



Smart Targeting



Automated Campaigns



Secure Access Control



Multi-Channel Communication

(SMS, MMS, email, social media, voice calls)



Comprehensive API

YOUR BENEFITS

MASS ALERTS

Use SMS to communicate with a large number of students, faculty and staff.

- ✓ Make school-wide announcements for events such as guest lectures and sport games.
- ✓ Spread urgent alerts for class cancellations, weather or crime activity, and student safety.
- ✓ Bolster faculty and staff communication with policy updates and meeting reminders.

STREAMLINE DAILY TASKS

Let automation carry out manual chores for you.

- ✓ Text a link about an event, then have tickets sent to only those who have signed up.
- ✓ Automatically send reminders for application, financial aid and scholarship deadlines.
- ✓ Automatically sort contacts into different distribution lists. Send only relevant messages for each major, cohort, or dormitory.

EASE COMMUNICATION

Landline texting lets you send and receive text messages via the phone number you already operate. Let students text instead of call to:

- ✓ Ask quick questions.
- ✓ Save time for both the students on the go and your busy admins.
- ✓ Record your conversations and ensure they have the answers they need.

INCREASE PARTICIPATION

Have real-time text conversations with students and alumni to increase engagement and receive feedback.

- ✓ Don't hold alumni up on the phone with a fundraising call.
- ✓ Have multiple conversations at the same time.
- ✓ Run fun campaigns with current students

To learn more about how you can use Trumpia to communicate with your students, staff, alumni, and parents, visit our website, or contact us at 1-888-707-3030 or support@trumpia.com. In the meantime, take a look at how other schools are using Trumpia

A person is shown from the chest up, sitting at a desk and using a laptop. The image is heavily blurred and has a solid blue overlay. The person's hands are visible on the laptop keyboard. The text is centered over the image.

**HOW
OTHER SCHOOLS ARE
USING TRUMPIA**



CHALLENGES

- ✓ Students were missing deadlines.
- ✓ Emails sent from the university weren't being read.
- ✓ Flyers around campus were not yielding the results they wanted.

SOLUTION

- ✓ Sent major updates, deadlines to declare majors, and other academic deadlines via text messaging, which garnered much higher read rates than email.
- ✓ Targeted messages based on their major such as Psychology, Kinesiology, and Nursing, leading to even higher read rates since students never received irrelevant messages.
- ✓ Partnered with their Disability Resource Center, meeting the communication needs of all students.



Over 40 percent of undergraduates opted in to receive messages.



IOWA STATE UNIVERSITY

CHALLENGES

- ✓ Posted to their blog at irregular times.
- ✓ Readership was down because subscribers didn't know when to check for a new article.
- ✓ No system in place to announce new posts to current subscribers.

SOLUTION

- ✓ Enable readers to sign up for post alerts with Trumpia using the mobile keyword "SCIPARENT".
- ✓ Collect subscribers by advertising the keyword on blog and social media pages, as well as via word of mouth through parenting groups and colleagues.
- ✓ Boost readership by sending alerts when a new article gets posted.



Readers expressed enjoying the alert system, as they don't have to keep checking the blog to see if there's a new post.

To read the full Iowa State University success story



PROFESSOR JON BEAUPRÉ OF



CAL STATE LA

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

CHALLENGES

- ✓ Low participation in class.
- ✓ Large classroom sizes discourages students from speaking up.
- ✓ Challenged to keep students engaged during lectures.

SOLUTION

- ✓ Created a cutting edge atmosphere with Trumpia's text-to-screen technology in his classroom.
- ✓ Invited local film, media, and broadcast professionals to his classroom to take part in a live panel discussions.
- ✓ Students could text "TVFILM" followed by a question to have it displayed on a large screen.



**Increased participation in class.
Professor Beaupré was also able to track
who participated and how often.**

To read the full Professor Jon Beaupre of Cal State LA success story



Click Here!