



M4E Messaging Platform - Sequential Six Step Planning Checklist

The primary **M4E** 2-way text-messaging platform design offers a reliable, scalable solution to manage queries sent to any SMS (short message service) capable cellular device. Students can respond to question messages created by their teachers. A typical **M4E** service roll out involves a formal introduction of the proposed service to parents, students and teachers - and how this activity can help them and the teaching organization. This first planning phase can be referred to as "buy in". A sequential six step planning and business case framework to deploy the **M4E** service can then be considered. Each SMS message cannot exceed 160 characters and contains no pictures or video files.

1. Replace paper bound or web based knowledge testing and quiz distribution models. A more convenient model covering large geographical areas uses existing student cell phones. These devices can be used as query response tools;
2. Offer **M4E** services as a voluntary activity. Participants can receive incentives to participate if this approach is considered;
3. A small pilot can quickly show that responding with a cell phone is far more convenient than a web connected computer or driving to some distant location to fill out paper forms. SMS cell phone texting has been shown time and time again to be the preferred communications medium for today's K12 student demographic;
4. When a proposed **M4E** service is presented to the organization, parents and students should be informed that no related messaging charges appear on their monthly cell phone statements;
5. If the organization plans to send heavier message volumes, student participants are advised to have the unlimited text messaging add on plan included in their monthly wireless subscriptions;
6. Decide if a single "question of the day" or more will be transmitted to each student daily - and at what time of day? Will students be answering questions on or away from campus?

In summary, we have included a simple process flow example graphic on this web page. The illustration shows how the **M4E** service could be used in your organization. These are simply visual ideas and suggestions that help you envision your solution using the **M4E** purpose built text-messaging platform.