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Research on the Application of School's Information Agency in Universities

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Abstract: School's Information Agency is an important construction platform for universities to send SMS and for teachers and students to communicating to each other. School's Information Agency can be capable of achieving the communication between schools, teachers, students and parents. This will expense the information dissemination channels, speed up the process of university information, raise the working efficiency of the university management section. This article is in the basis of analyzing School's Information Agency and gives a brief analysis of how to use School's Information Agency effectively and give a prediction of the development of School's Information Agency.

Keywords: School's Information, Agency universities, research on application

1. Introduction

With the development of the information technology, its application has penetrated into all fields of the society; certainly it is not exceptional in the educational fields. School's Information Agency is a concrete application of information technology in the field of education recently. At present many universities have treat it as an important construction platform for them to send SMS and for teachers and students to communicating to each other.

2. The Introduction of School's Information Agency

2.1 What is School's Information Agency

School's Information Agency is an information communication platform, which is the China Mobile company intends to use mobile communication network (mobile), Internet (Internet) resources, integrated SMS network platforms and modern information technologies in education to establish a school edition, a social education, a home education trinity in the educational system, not time, spatial limit, real-time, the interactive information communicates the platform.[1] It will be the effective information connection among the school, teachers, students, and parents. Teachers can use School's Informa-

tion Agency to send SMS to parents and students to inform them of the courses, exam announcements, attendance and feedback, and other information. Students can send SMS back and confirm the information of the school departments and teachers. They can also send SMS to School's Information Agency system to carry on the consultation about the doubts which they meet in study, work, and life. The system administrator will give a immediate reply on all kinds of problems. Parents can upload SMS or land on the School's Information Agency Web site to interact with school teachers and inquire student's each situation on all aspects initiatively

2.2 The function of School's Information Agency

2.2.1 The information interactive function

The information interaction is the most commonly used and the most important function of School's Information Agency. The user only need to edit all information contents on the web pages or phones, then choose the Send object, next press the transmission button. All this will complete the information transmission. The system also has functions of sending scheduled and different SMS. Meanwhile, there will be a detailed history of sending and receiving SMS, which will be convenient for inquiring information.

2.2.2 Management function

The management function of School's Information Agency is reflecting in the file management, the educational administration, the information management, the data statistic and the management system and other management functions. This can not only consolidate school management, but also greatly reduces various kinds of the workload. For example, for the message sending object, School's Information Agency has the nimble group management function. The user could establish different groups according to different demands. In the establishment of several groups, you can also set up different subgroups. The superintendent may momentarily carry on the fluctuation and the revision to the group information, which is convenient for use and management.

2.2.3 The consultation function

School's Information Agency has the function of receiving customer's SMS. The user (teachers, students and parents can send the consulting text by SMS into School's Information Agency platform. According to the School's Information Agency management platform, the administrator will answer questions with timely feedback to the consultation in the form of SMS. This avoids the shortcomings of the door consultation with complex process and low efficiency, as well as the pronunciation consultation phone bill is expensive, and busy. This greatly enhances the quality and quantity of information feedback.

3 The application of School's Information Agency in universities

3.1 The Background of School's Information Agency Application in Universities

3.1.1 A large population of the teachers and students

There are many teachers and students in universities and the campus are large and scattered. The traditional way to deliver information up and down is ineffective. This brings a lot of inconveniences to the school management, especially when the task is temporary and emergent. How to convey the messages to each teachers and students timely and effectively is facing a big problem. Therefore, schools urgently need to have a kind of convenient and timely information transfer mode.

3.1.2 The popularity of personal mobile communication tools

With the development of the technique, the personal mobile communication technology is more and more advanced. Meanwhile, the cost is lower and lower. Therefore, mobile phone has become a popular individual daily article. The SMS serves as a new communication platform because of its convenience and concealment. That using it to carry on the mutual communication, sending messages and so on has been spread widely in universities, and which makes the production of xiaoxuntong come into reality.

3.1.3 The support of national policy

The party central committee and the state council will promote the national economy and information society. Ministry of Education, "National education in the 10th Five-Year Plan" will be included in information engineering education, "15" will be implemented in one of six education projects. They will use information to promote the modernization of education. And proposed all types of schools at all levels to take full use of the modern information technology, improve the teaching means and methods, promote the education management and raise the teaching and management level. Because of the support of national policy, the mobile communication company launches the business of School's Information Agency timely.

3.1.4 Profit needs of the mobile communications market

Students have little demand for the mobile voice services, while they have large demand for the mobile data services. This agrees with the development of the current value-added services rightly. The mobile company unanimously agrees that the college students will be the potential future high-end mobile users by investment. Hence, university, the special market, draws a lot of concern and favor of the operators. They introduced a series of new SMS value-added services according to the students' demands. And actively compete for their customer base, which are the students. This is also one of the factors for the production of School's Information Agency.

3.2 The application of School's Information Agency----Take the Baoding university Mobile communications platform as an example

Figure1. Hebei University Mobile communications platform

University of Baoding Mobile main page of links is shown in Figure 1. Among them, the daily use of the main features include routine office, school management, teachers and students exchange information, system settings and file management. The daily office includes the internal messaging, internal mail, integrated information release, personal agenda and so on. The school SMS and the school email have the function to messages to the already set groups, but for mobile phones each message can only send 69 words. School e-mail for the mail box only can be send attachments within 20M. Powerful integrated information dissemination has the capability of announcement page. Users can set their individual schedule and the start time of hints by it. As the name implies, status management is a pupil management, which include add, delete, and change classes, transfer, withdrawal and other student status of the operation.

Teacher-student communication builds the communication between teachers and students, including two functions, the teacher-student communication and departments SMS. Communication between teachers and students focus on one to one communication between teachers and students. Departments SMS focus on the function of collective Notice. These ensure the timeliness and efficiency of the sending notice. System settings include settings Departments jobs and teachers Personnel Placement jobs, which mainly for teachers and school management functions. File management is for the construction of the repository and the file classification

management. System provides different function permissions according to different needs of the users. The users' rights for administrative are more, but the rights for the student-teacher interaction are relatively small. In addition to the main functions stated above, School's Information Agency also has personal settings, feedback, community, send customer e-mail and other auxiliary functions. These auxiliary functions are mainly used for School's Information Agency service providers to improve and enhance their own service project of human nature.

3.3 The significance of School's Information Agency's application in universities

School's Information Agency is an important symbol of higher education information. School's Information Agency is a combining of the Internet technology and modern communication technologies to form a unique network of professional education. Using the modern information technology, achieving the education information, making the education reform into reality, has become the necessary road of modern higher education to adapt to the rapid development of society. School's Information Agency is a new interactive education platform of college daily management and communication between teachers and students, which Reflects the university student-centered and humanistic management. Meanwhile, SMS use its low cost and fast information dissemination, interactive and without time and geographical constraints characteristics to improve the efficiency of the university office.

4 Problems in use of School's Information Agency

4.1 The one-way flow of information

The definition of School's Information Agency is a message "interactive" platform, however, in practical applications, most users regard it as an economic, convenient, timely notice or announcement, only use it when he have to publish a notice, which has totally ignored its most important features - the interactive. If you want the School's Information Agency to create some good interaction effects, whether students, teachers or parents,

should be carried out through a planned school interactive communication, so as to ensure a comprehensive understanding of the issues, and ensured the timely issues to be solved.

4.2 the excessive oneness of communication

With the support of new technology, Xiao Neitong has already became the main communicated way in some colleges for its timely, efficient, fast, convenient. Since the mere pursuit of efficiency, communication between teachers and students face to face or telephone calls to communicate with traditional methods are rarely adopted, teachers and students, schools and parents to be bringing School's Information Agency's information exchange as the only way. It is true that the emergence of any new technology and applications have their own rationality, but any interaction will have its own shortage, so we had to according to the purpose of communication, content, object, etc. in different situations, to combine different and appropriate communicate ways together to make it more reliable.

4.3 Restrictiveness of the user

Since both the mobile phone number for different companies and geographical segment is limited, for instance, School's Information Agency of Hebei mobile is set up and invested by China Mobile Group Hebei Co.Ltd, but it may support the users of Hebei province only, and from134 to 139,150 to 152,157 to 159,187 to 188 is the unique number range for its users. As for a school, you can not use two different platform developed by different mobile companies, and once the schools have chosen a platform that means they can use only a limited number section of the platform, this will definitely lead to many school personnel can not use, in addition to this, it may also result in forced choice to use a company suspected of business.

5 School's Information Agency's future direction

5.1 Development of new features

Recently the business of School's Information Agency is mostly a text message form, while the current era of mobile media has come, the School's Information Agency system should grasp the this trend as soon as possible, realizing the MMS, ring tones, WAP technologies docking, developed a set of text, sound, pictures, video in an integrated services platform. Meanwhile, School's Information Agency should overcome the problem of one-way flow of information, maximize the application of interactive features, to achieve barrier-free of the information dissemination to the campus, personalized communication and diversity.

5.2 Expand use of the object

School's Information Agency's No. customer segment as well as the use of geographical limits hinders its scope and the crowd. Therefore, through technology development and opening up, School's Information Agency should let any mobile business communications users achieve barrier-free application of it. This is the own development needs and inevitable trend of School's Information Agency.

5.3 To achieve family education synchronization

Family and school are two most influential organizations for students, the communication between school and family has important effects on the growth of students. But due to the restrictions of space and region, in the traditional university education mode, it's very difficult for schools and parents to communicating timely and fully. School's Information Agency can establish the system of parents and students. Only getting parents' phone number, schools can send the recent situation of the students to their parents in time. Meanwhile, parents can also send the doubts or opinions and Suggestions to the school and the teacher so as to realize the interact education between family and school. All these will promote the school educational environment and improve the formation of education.

References

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