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## BYUSA Joins the 'Texting' Craze with New Program

By Logan Wilkes - 15 Oct 2007

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BYUSA will take advantage of the texting fad by sending out mass text messages to students informing them of upcoming campus events.

Students can receive text messages about BYUSA events by texting BYUSA to 25827.

"The texting service that we provide is a way for students to find out about campus events," said Devon Glassman, BYUSA vice president. "I know I am really attached to my phone, I get texts all the time and I always look at a text message. I don't always look at a poster that I walk by."

Students who sign up for this service will receive a maximum of six text messages a month.

"The main goal is to advertise better to students and to get in touch with students the way it's easiest to get in touch with them and help students stay connected to campus," Glassman said.

The first text message students will receive will be a reminder about fall preference.

"Text messaging has become a very mainstream form of communication," Glassman said. "It's really popular and really convenient and cheap."

Students who subscribe to this service will have no additional charge to their normal text messaging charges, according to their plan.

Dan Mortensen, a freshman from Orem majoring in manufacturing engineering technology, said he would use the service because he rarely knows what is happening on campus and always checks his text messages

"I really feel in the dark sometimes about what is going on despite all the banners and ads they have up," Mortensen said.

While many students are expected to sign up for the new service, not all see the need for receiving text messages.

Eric Smith, an open major freshman from Sandy, believes there is already enough advertising on campus and that texting about events isn't needed.

"I already get plenty of e-mails from [BYUSA]," Smith said. "If you want to find something just look around and generally you will find it just by looking."

Students will receive an e-mail from University Communications this week explaining more about the service.



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