



MEDIA ALERT

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University of Colorado Professor uses Text-Messaging for Classroom Engagement through ASSETT Grant

Boulder, CO – April 15, 2010 - Acadium, Inc. announces the implementation of its cell phone-based classroom response system at the University of Colorado. The university sponsors technology grants every year through a program called ASSETT (Arts & Sciences Support of Education Through Technology).

During the spring semester, Dr. Melinda Cain offered a suite of mobile technology tools to her Intercultural Communication course. The cell phone “clickers” system called **mClk** was one of the tools implemented in the class. Professor and students alike used the system to solicit input during presentations. The system went beyond traditional clickers because it allowed students to send full length text messages as a response. The system was used to engage the class as well as collect data for classroom research.

When interviewed, Dr. Cain responded, “The mClk tool enables students to express and share comments and opinions easily through their phones. The mobile aspect makes it much more convenient for all involved. I am looking forward to using it next semester.”

An Internet-based presentation system with optional PowerPoint plug-in, mClk aims to assist educators in three key areas: data collection, classroom engagement, and remote participation. The system, which can be accessed from any computer with Internet access and any cell phone with text messaging capabilities, offers the following:

- Ability to ask open-ended questions
- Poll anonymously
- Track individual responses
- Display results in real-time
- Confirm audience understanding of key points
- Gather data for reporting and analysis
- Participation from learners at remote locations

For more information on how the system was used in the classroom, visit asset.colorado.edu/post/1200

About CU ASSETT Grants

ASSETT advances the teaching mission of the College of Arts and Science by supporting uses of educational and information technology. ASSETT provides training resources to faculty and students, assists Arts and Science units with tech-related needs, shares information, and partners with others on campus to better integrate services throughout the College. For more information: <http://asset.colorado.edu>.

About Acadium, Inc.

Acadium is an educational technology company committed to developing solutions that advance learning. With a vision for what lies on the horizon, the company currently provides solutions that incorporate cell phone technologies as well as prototypes that take advantage of the expanding cellular networks that exist in rural areas in the U.S. and developing countries. www.acadium.com - *Cell phone technologies to advance learning.*

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