BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the profile of the BSU Campus Connect Project. There were 17 respondents for the study.

Most of the respondents belonged to 23-27 age bracket and there were more males than females. Majority of them were second year Master's degree students and most of them were taking Masters in Development Communication. For the sources of information about BSU Campus Connect, most of them identified interpersonal communication and their reason for joining Campus Connect was that they were required. The problems encountered by the respondents in using BSU Campus Connect include delayed messages, repeated messages, lack of more information on other BSU-related activities and weak network signal.

Meanwhile, the benefits acquired by the respondents as members of BSU Campus Connect was that they are updated on the important information in the University that concern them.

Furthermore, the respondents enumerated several suggestions for the improvement of BSU Campus Connect. These include adding of more information on

BSU activities, inclusion of other networks in the project and complete dissemination of information regarding the project.

Through this study, the following were recommended: more aggressive campaigns should be done to encourage more BSU students, faculty and parents to register; improvement and production of more sources of information regarding the project; problems encountered should be addressed; giving of school updates and information through Campus Connect should be continued; orientations should be conducted among the members to learn all the features of Campus Connect.

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INTRODUCTION

Rationale

Every society needs information to know what is happening around them. It helps the people develop understanding, discipline and unity among them to improve the community.

Information is considered an important resource in any organizations. It has come to be recognized as an increasingly valuable commodity required by an organization in order to plan and control its operation effectively (Sison, 1998).

However, information dissemination requires an effective and efficient management system to optimize its usefulness and purpose in the organization or society. Managing information involves accessing and gathering the necessary data, processing them into meaningful information with suitable packaging designs and marketing them to serve the needs of the intended users. Information is communicated with the use of different media – print materials, mass media and Information Communication Technology (ICT) materials (Sison, 1998).

Benguet State University (BSU), together with Globe Telecommunications, signed a Memorandum of Agreement (MOA) for the University's Campus Connect Project (CCP). Globe Telecommunications provided this to the school using two key software: text connect and M- Launch pad. This allows students, parents, faculty and staff to get the latest and official updates from school heads and students' organizations on their cellphones. The project aims to empower the school to broadcast text messages to their pre-registered recipients (faculty, students and parents). It is a student-friendly

service that is installed in the university, which will send text messages faster and in bulk to students.

Furthermore, as reported by Sandoval (2010), Dr. Rogelio D. Colting, incumbent University President, said that the university will not spend anything for the system. Instead, the sponsor telecom will. However, according to Dr. Feliciano Calora, former University Vice President for Academic Affairs and head of the said project, if the allotted 45,000 to 60,000 free text messages will be reached, the university will have to pay the excess. Calora added that the project will follow strict protocols and only the President will be allowed to disseminate information through the system. He also said that the colleges, organizations or groups in the university would have to get the approval of the president if they wish to disseminate particular announcements.

Paul Garcia and the Information and Communication Technology (ICT) division of the university will be the ones handling the operation of the text messaging system. Julie Ann Dugat, ICT communication technologist, said that the project will benefit the school, especially school organizations, because it will be easier for them to disseminate any information or make announcements through text.

The Campus Connect project started December 2010 and it was launched during the 24th Charter Day Celebration of the University last January 2010. The contract with Globe Telecommunication was renewed last December 2010 and it will end December 2011.

This study then aims to determine the effectiveness of the Campus Connect project as a tool for information dissemination. The results could be of huge help to the university in assessing the project for its improvement.

Statement of the Problem

This study aimed to know the profile of BSU Campus Connect Project in Benguet State University.

Specifically, the study aimed to answer the following questions:

1. How did the BSU Campus Connect Project started?

2. What is the socio-demographic profile of the respondents?

3. What are the sources of information of the respondents on BSU Campus Connect Project?

4. What are the reasons of the respondents for joining BSU Campus Connect Project?

5. What are the benefits acquired by the respondents in joining BSU Campus Connect Project?

6. What are the problems encountered by the respondents in using BSU Campus Connect Project?

7. What are the suggestions of the respondents to improve the BSU Campus Connect Project?

Objectives of the Study

This study aimed to find out the effectiveness of the BSU Campus Connect project as a tool in communicating information to the students.

Specifically, it aimed to:

1. determine how the BSU Campus Connect Project started;

2. characterize the respondents;

3. determine the sources of information of the respondents on BSU Campus Connect Project;

4. determine the reasons of the respondents for joining BSU Campus Connect Project;

5. determine the benefits acquired by the respondents in joining BSU Campus Connect Project;

6. determine the problems encountered by the respondents in using BSU Campus Connect Project;

7. determine the suggestions of the respondents to improving the BSU Campus Connect Project.

Importance of the Study

Results of the study could be used by the university in improving their information dissemination strategies. It will also serve as the "voice" of the students about their concerns and issues about the communication dissemination in the school.

Scope and Limitations of the Study

The study focused on the profile of the BSU Campus Connect Project in Benguet State University. The study determined the reasons and benefits of the respondents in joining Campus Connect, as well as the problems they encountered in Campus Connect.

REVIEW OF LITERATURE

Profile

      Presenting or summarizing data relevant to a particular person or thing. A formal summary or analysis of data often in the form of graph or table representing distinctive features or characteristics. Profile is description and characterization, also drawing an outline of a certain topics or data (Online Dictionary 2011).

Information

      An organized form of data gathered and perceived by the human senses from the environment, a form of processed data, which is stored in a file system for specific purposes and uses (Sison, 1998).

      Information is processed and organized data and thus is more meaningful and useful. Information becomes a by – product of processed raw facts or data (Albano *et al*, 2003).

Information System

      There are various definitions of information system, but the most appropriate definition is that of Steven Alter: "A particular type of work system that uses information technology to capture, transmit, store, retrieve, manipulate or display of information thereby supporting one or more other work system." A work system in Alter's definition refers to any unit or system itself that produces output for internal or external customers through a process performed by human participants with the help of information technology (Albano *et al.*, 2003).

The automated processing of data into information requires more than just the computer system. Other components make up the information system for it to be able to generate valuable information. In an information system, the data transform into information through processing. For the processing to be successful, the system requires the following: people who are the qualified personnel to develop and maintain the system, and are trainable users of the system or the operators; computer equipment or the hardware to be saved by the people to process information; data of information that are encoded and manipulated; procedures or guidelines for the effective and optimal operation of the system; and telecommunications, the media composed of the hardware and software that facilitate the transmission of the electronic data within the system (Albano *et al.*, 2003).

Information Sources

An information source pertains to media where a specific information was obtained (Sison, 1998). It could be primary or secondary. Primary sources refer to the original sources of the information that usually include direct observation and interview. On the other hand, secondary sources contain information that are acquired on a second-hand basis. Among these are publications, books, magazines, journals and posters, among others.

Communication and Technology

Communication has been defined in a variety of ways.

Communication is the transmission of information, ideas, values, beliefs and attitudes from one person to another. It is the basic social process which includes all the ways by which man shares with his fellow men what are on his mind and heart. These include gestures, overt behavior and language (Maslog, 1988).

Meanwhile, Ongkiko and Flor (1998) defined communication as a process by which a source sends a message to a receiver by means of some channel to produce a response from the receiver, in accordance with the intention of the source

In addition, communication is defined as a process by which people arrive at shared meaning through the interchange of messages (Rubin *et al.*, 2005).

The 21st century has been marked by significant growth in the use of technology-based groups. With the explosion of communication technology, we are able to connect with each other 24 hours a day, seven days a week and 365 days a year. We no longer have to interact face-to-face with each other in a small group or team. Technology-based groups, using the Internet, e-mail, teleconferencing and videoconferencing have changed the way we communicate with each other. One benefit of technology-based groups is the increased accessibility to group members. Geographic distance and time constraint are virtually non-existent when group members meet for online discussions. Group members save time because they do not need to travel for group meetings (Barker and Gaut, 2002).

With these developments, communication is now faster and more convenient, work productivity is much higher and access to information is easy. The advent of new technology gave rise to easy and hassle-free interaction between and among humans. Whether it is in business, science, education or whatever task a person takes on, the quality and speed of carrying it out are enhanced with automation. Information

processing has never been as fast today, particularly in communication. The interplay of humans, machines and procedures to accomplish a specified task has purposely generated many changes in our lives, technical or otherwise (Albano *et al.*, 2003).

The technological advances in communication media and expansion of research and on information brought about the proliferation of systems for information storage, retrieval, transmission and dissemination. The success or failure of organizational programs is attributed to how well information and communication are processed and managed (Sison, 1998).

BSU Campus Connect

Campus Connect is a text messaging service of BSU in partnership with Globe Telecommunications. It provides an ICT solution that would cater to the information and communication needs of employees, students, parents and the community through SMS (BSU-ICT, 2010).

Employees and students or their group/organization can receive free text messages on information campaigns, official announcements, notices, updates and school activities. Registered users may opt to receive preset text messages from the University by using a Globe or TM SIM (BSU-ICT, 2010).

For example, for a student or parent to inquire about the University's enrollment schedule, he/she should compose a message and type "BSUCAR<space>enroll" then send the message to 2327. In a while, he/she will receive a message about the University's enrollment schedule. Standard text messaging rates apply. Garcia noted that

non-registered users of the Campus Connect Project can inquire about University-related activities by doing similar messaging process (BSU-ICT, 2010).

In addition, Garcia said that the ICT division is on the process of finalizing the final list of keywords.

Registered users may opt to stop or reactivate the service by typing either "STOP" or "REACTIVATE."

Moreover, colleges, offices or student groups who wish to broadcast message shall fill up a form available at the ICT division. If approved, the message will be sent by an authorized BSU Campus Connect operator. For students, they shall have to type "BSUCAR<space><reg><complete name, id. no., maiden name>" then send the message to 2327. For faculty/staff, they shall have to type "BSUCAR<space><reg> <complete name/College or Office>" then send the message to 2327. High school students and their parents are also encouraged to register. The registration is free and is not mandatory (BSU-ICT, 2010).

METHODOLOGY

Locale and Time of the Study

The study was conducted at Benguet State University. It is located at La Trinidad (Figure 1), the capital town of the province of Benguet. It is five kilometers away from Baguio City.

The school was established in 1916 and is formerly known as Mountain State Agricultural College (MSAC). The College was converted to a state university by virtue of Presidential Decree (PD) No. 2010 signed by President Ferdinand E. Marcos, on January 12, 1986.

BSU is composed of eight colleges, which are the College of Agriculture (CA), College of Arts and Sciences (CAS), College of Engineering and Applied Technology (CEAT), College of Forestry (CF), College of Home Economics and Technology (CHET), College of Nursing (CN), College of Teacher Education (CTE) and College of Veterinary Medicine (CVM), including the Open University (OU), which offers Master's degree courses.

The study was conducted from January 2011 to February 2011.

Respondents of the Study

The respondents of the study were the students of Benguet State University who are registered users of the BSU Campus Connect Project. The members were identified through the list provided by the BSU-ICT Division. There were 32 members listed and majority of them were students of Open University. There were only 17 respondents of

Figure 1. Map of La Trinidad, Benguet showing the locale of the study

the study because the remaining 15 members were not enrolled in the University during

the time of the study. Others dropped as identified by the Open University. Specifically,

the respondents were composed of 14 students from the Open University and three from undergraduate courses.

Data Collection

A survey questionnaire containing necessary questions derived from the objectives of the study was used as a tool in gathering the needed information. The respondents answered through e-mail. Some of them were interviewed personally.

Data Gathered

The data gathered were the profile of the respondents, their reasons for joining the Campus Connect project, their sources of information on the project, the benefits they acquired and problems encountered in joining the project and their suggestions on BSU Campus Connect Project's improvement.

Data Analysis

All information from the respondents were tabulated, summarized and analyzed through frequency count, percentage, narrative and descriptive forms.

RESULTS AND DISCUSSION

BSU Campus Connect History

Benguet State University Campus Connect started in December 2009. It was launched during the 24th Charter Anniversary Celebration of the University last January 2010.

According to Paul Garcia, head of the BSU-ICT Division, Globe and Smart networks submitted a proposal on the project. After a series of evaluations, a recommendation was made to the Office of the President for approval. The University chose Globe Telecommunications for the project since the receiving of text messages by the registered users is free of charge. Therefore, it does not entail any cost to the University, compared to the Smart network's operation wherein the receiving of messages is charged.

He further said that the contract with Globe was renewed last December 2010 and will end December 2011. Renewal of the contract is set yearly.

Although the proposal of another company, which is Smart, was turned down previously, just recently, it was approved and finalization processes are underway, according to Garcia.

Socio-demographic Profile of the Respondents

The respondents' socio-demographic profile in terms of age, sex, year level and course is presented in Table 1.

Table 1. Socio-demographic profile of the respondents

CHARATERISTICS	FREQUENCY N=17	PERCENTAGE (%)
Age		
18-22	3	17.64
23-27	6	35.29
28-32	3	17.64
33-37	3	17.64
38-40	2	11.76
TOTAL	17	100
Sex		
Male	10	58.82
Female	7	41.18
TOTAL	17	100
Year Level		
Undergraduate Student		
3rd Year	1	5.88
4th Year	2	11.76
Masters Student		
1st Year	5	29.41
2nd Year	7	41.18
4th Year	2	11.76
TOTAL	17	100
Course		
Masters in Development Communication	6	35.29
Masters in Human Resource Management	5	29.41
Masters in Community Development	2	11.76
Bachelor of Science in Information Technology	2	11.76
Bachelor of Science in Nutrition Dietetics	1	5.88
Masters in Urban Management	1	5.88
TOTAL	17	100
Length of Membership in BSU Campus Connect		
2 to 5 Months	1	5.88
6 to 9 Months	3	17.64
1 Year	12	70.58
More than a Year	1	5.88
TOTAL	17	100

Age. Majority of the respondents belonged to age bracket 23-27 with 35.29%. This was followed by age brackets of 33-37, 28-32 and 18-22, with three respondents (17.64%) for each bracket. Two (11.76%) of the respondents were classified under the 38-40 age bracket.

Sex. Most of the respondents were males with (58.82%). Female respondents generated 41.18%.

Year level. Many (41.18%) of the respondents were second year Master's degree students. First year Master's degree students had 29.41%, followed by fourth year Master's degree students with 11.76%. Two (11.76%) of the respondents were fourth year undergraduate students while and there was one (5.88%) third year undergraduate student respondent.

Course. Three-fourths (35.29%) of the respondents were taking Masters in Development Communication; (29.41%) were taking Masters in Human Research Management; 11.76% were enrolled in Masters in Community Development as well as that of Bachelor of Science in Information Technology while one respondent was taking Masters in Urban Management as well as that of Bachelor of Science in Nutrition Dietetics.

Length of membership in BSU Campus Connect. Majority (70.58%) of the respondents were registered for one year while 17.64% were registered for about six to nine months.

Sources of Information of the Respondents
on the BSU Campus Connect Project

Table 2 shows the sources of information of the respondents on the BSU Campus Connect Project.

Based on the table, majority (82.35%) of the respondents acquired information through interpersonal communication with Julie Ann Dugat of BSU-ICT Division and Analyn Garcillian, administrative secretary of the Open University. Moreover, four (23.53%) of the respondents acquired information from the BSU website (Fig. 2) while one (5.88%) respondent learned it from the poster posted in front of the BSU Marketing (Fig. 3).

Interpersonal communication is defined as face-to-face communication, a definition that has been further expanded with new communication technologies that allows one person to communicate with a room full of people at one time, but still on a person-to-person basis (Ongkiko and Flor, 1998).

The results could be attributed to the weak efforts of the different colleges to float the advisories on the project forwarded by the BSU-ICT Division. According to Garcia, some of the colleges failed to impose the advisories sent.

He further said that only few joined because only few BSU students are Globe SIM users.

With this, Garcia mentioned that the BSU-ICT is finalizing BSU's partnership with Smart network for the extreme promotion of the project. "We would definitely conduct campaigns as soon as the partnership with the Smart network will be finalized so that even the high school students and parents will be included," said Garcia.

Table 2. Sources of information of the respondents on the BSU Campus Connect Project

SOURCES OF INFORMATION	FREQUENCY N=17	PERCENTAGE (%)
Interpersonal Communication	14	82.53
BSU website	4	23.53
Poster	1	5.88

*Multiple responses

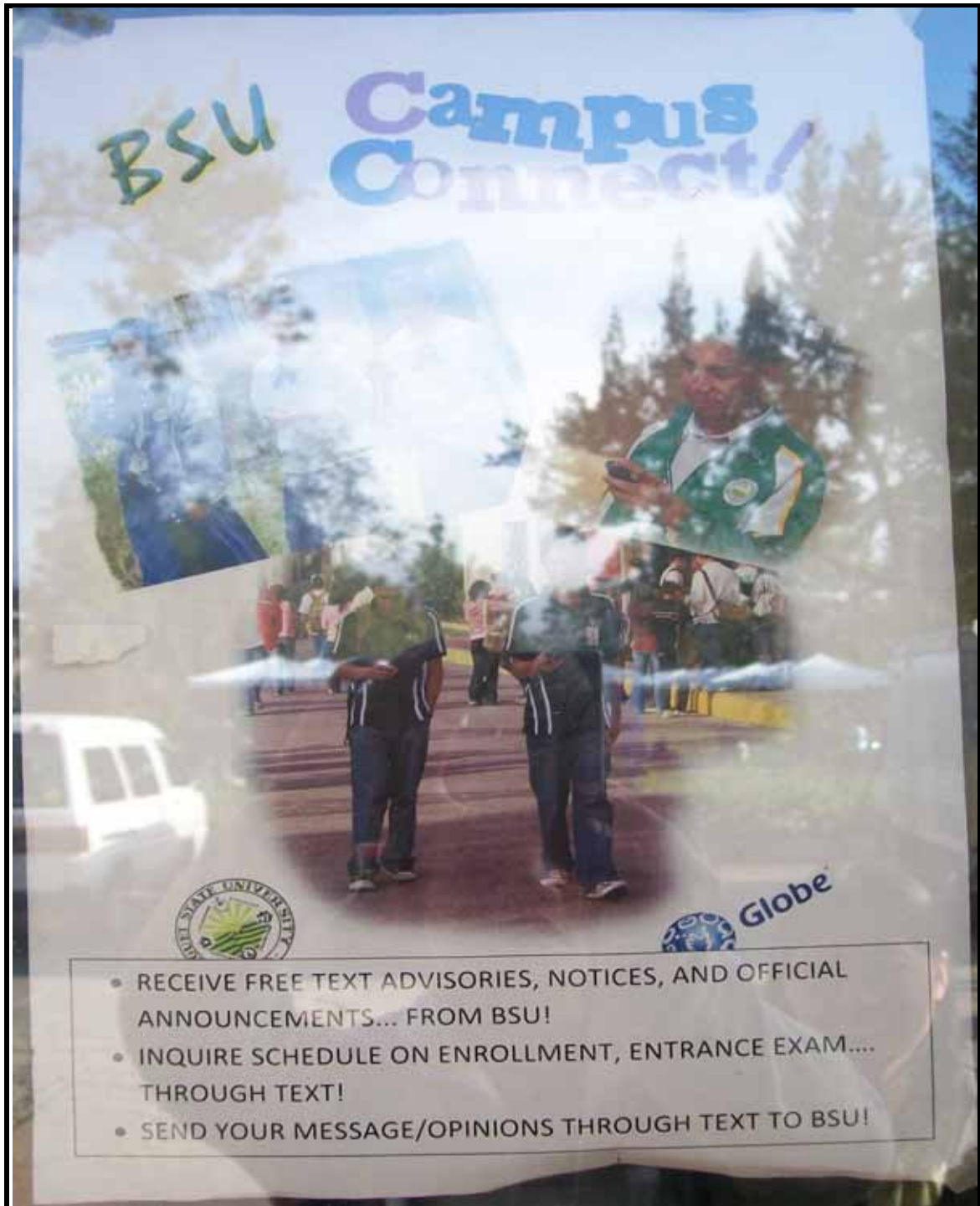Figure 2. Home feature of the BSU Campus Connect project in the BSU website

Figure 3. Poster of BSU Campus Connect Project posted in front of the BSU Marketing

Reasons of the Respondents for Joining
BSU Campus Connect Project

Table 3 shows the reasons of the respondents for joining BSU Campus Connect. Most (76.47%) of the respondents, who were students of the Open University and were Globe SIM users, said that they were required by the Open University to register. According to Garcillian, the students' names were submitted by the Open University to the BSU-ICT for registration. "We submitted their names so that it will be easy for the Open University to disseminate announcements and reminders," said Garcillian. Additional consultations with professors are done by any modes of communication such as Internet, fax, telephone or text messaging (BSU- Open University, 2011).

Meanwhile, three (17.64%) voluntarily joined to be able to receive updates and information from the University while one (5.88%) registered to try the University's technology.

Table 3. Reasons of the respondents for joining BSU Campus Connect

REASONS FOR JOINING	FREQUENCY N=17	PERCENTAGE (%)
Names were submitted by the Open University	13	76.47
To receive BSU-related updates and information	3	17.64
To try BSU technology	1	5.88

Benefits Acquired by the Respondents in Joining
BSU Campus Connect Project

Table 4 shows the benefits acquired by the respondents as a member of BSU Campus Connect.

Many (58.82%) of the respondents claimed that they have been informed of the important updates and information about the university right through their mobile phones. These updates and information include advisories, memoranda, university activities, programs and notices. "The project is beneficial to the students specially to those who are studying at the Open University wherein they only come to the university once or twice a month," said a respondent.

Moreover, nine (52.94%) said that the project made information dissemination better, easier and accessible. They said that they do not need to inquire on significant university-related matters such as enrolment schedule, cancellation of classes and requirements, as well as if there was no Internet connection in a particular office. In addition, there was no need for them to be reading and checking on the posted information on the bulletin boards.

Table 4. Benefits acquired by the respondents in joining BSU Campus Connect

BENEFITS ACQUIRED	FRQUENCY N=17	PERCENTAGE (%)
Important updates and information about BSU	10	58.82
Better, easier and accessible information dissemination	9	52.94

*Multiple responses

Problems Encountered by the Respondents in Using
BSU Campus Connect

Table 5 shows the problems encountered by the respondents in using BSU Campus Connect.

Majority (58.82%) of the respondents said that they did not encounter any problems in using BSU Campus Connect. However, three (17.64%) of the respondents said that messages were delayed. One (5.88%) identified signal as a problem because Globe network has weak signal in some places.

In addition, one (5.88%) said that messages were repeatedly sent. Another said that significant messages on university-related matters were not being sent (5.88%) while one (5.88%) noted that the message sent is not useful like the schedule of examinations because he was only taking his thesis.

Table 5. Problems encountered by the respondents in using BSU Campus Connect Project

PROBLEMS ENCOUNTERED	FREQUENCY N=17	PERCENTAGE (%)
No problem encountered	10	58.82
Messages were delayed	3	17.64
Cell phone signal	1	5.88
Message sent is not useful	1	5.88
Message is repeated	1	5.88
Messages on significant university-related information were not being sent	1	5.88
TOTAL	17	100

<u>Suggestions of the Respondents in Improving the</u>
<u>BSU Campus Connect Project</u>

The respondents enumerated several suggestions to improve the access of information in the BSU Campus Connect Project.

Most (70.58%) of them suggested that the University should provide more information regarding all activities inside the campus. In addition, five (29.41%) said that there should be continuous update of a specific information for at least once to two weeks.

Three (17.64%) respondents suggested that the ICT Division should not only partner with Globe network but with other networks also such as Smart. "In our place, most of the people use Smart SIM," mentioned one respondent.

Furthermore, two (11.76%) said that there should be complete dissemination of information on the project. One (5.88%) said that the messages were too long and that they should be reduced. Another (5.88%) noted that the project should be expanded. "There should be the idea of maximizing all possible media, like social networking for communication most specially for students of the Open University," the respondent said.

Trivia and downloadable pictures should also be sent, according to a respondent.

Table 6. Suggestions of the respondents in improving the BSU Campus Connect Project

SUGGESTIONS	FREQUENCY N=17	PERCENTAGE (%)
More information on the activities inside BSU	12	70.58
Continuous update of a particular information	5	29.41
Consider other networks, such as Smart network	3	17.64
Complete information dissemination on the program	2	11.76
Trivia and downloadable pictures	1	5.88
Maximize all possible Media in disseminating information	1	5.88
Shorter messages	1	5.88

*Multiple responses

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study sought to identify the profile of the BSU Campus Connect Project in Benguet State University.

The study was conducted from January to February 2011 at Benguet State University, La Trinidad, Benguet.

The respondents were BSU students who were registered users of BSU Campus Connect. They were from the College of Arts and Sciences, College of Home Economics and Technology and Open University.

Data were gathered with the use of a survey questionnaire.

Most of the respondents belonged to 23-27 age bracket. There were more male respondents than female respondents. Majority of them were second year Master's degree students and most of them were taking Masters in Development Communication.

Majority of the respondents said that their reason in joining Campus Connect was that they were required. Majority of them identified interpersonal communication as their source of information about the Campus Connect Project. The problem that most of the respondents encountered include messages delayed, although most of them indicated they encountered no problems at all.

For the benefits acquired by the respondents, most of them answered that they were always informed by the important updates and information about the university.

Furthermore, the respondents enumerated some suggestions to improve the access of information in the Campus Connect Project. Accordingly, the BSU-ICT Division

should provide more information with regard to all activities inside BSU and that it should consider partnering with other networks aside from Globe Telecommunications.

Conclusions

The following conclusions were enumerated based on the findings of the study:

1. Majority of the members of BSU Campus Connect were required to register. Only few respondents voluntarily joined.

2. Most of the respondents' source of information about BSU Campus Connect was interpersonal communication.

3. Most of the respondents did not identify any problem in using BSU Campus Connect since they only used it to receive school updates.

4.   Receiving school updates is the benefit most of the respondents noted in using BSU Campus Connect.

5. Respondents were not yet familiar with the features of BSU Campus Connect.

Recommendations

Based on the analysis and conclusions, these were the recommendations derived:

1. Aggressive campaigns should be made to encourage more members to register in BSU Campus Connect.

2.   Improvement and production of more sources of information regarding BSU Campus Connect, like poster and website, should be done.

3. Problems encountered, like messages delayed, message repeated and message not useful sent through, should be addressed.

4. Sending school updates and information through BSU Campus Connect should be continued.

5. Orientations should be conducted among the members for them to learn all the features of BSU Campus Connect.

6. Study on the assessment of the BSU Campus Connect Project should be conducted.

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APPENDICES

APPENDIX A

Survey Questionnaire

    I.   Personal Information

Name (Optional): _____

Age: _____   Sex: _____

Year Level: _____   Course: _____

II. BSU Campus Connect Project Usage
1. Why did you join BSU Campus Connect Project?

    _____
    _____
    _____

2. How long have you been a member on the said project? Please Check.
    _____ 1 Month
    _____ 2 to 5 Months
    _____ 6 to 9 Months
    _____ 1 Year
    _____ Others (Pls. specify)

    _____

III. Sources of Information

What are your sources of information on BSU Campus Connect Project? Please check your answer.

_____ Internet

What website?

_____

_____ Interpersonal Communication (pls specify)

_____

_____ Posters

_____ Others (Pls. specify)

_____

IV. Benefits of BSU Campus Connect Project
1. As a member, what are the benefits you acquire from this project?

    _____
    _____
    _____
    _____
    _____
    _____

V. Problems encountered on access to information regarding BSU Campus Connect Project.

Please check your answers.

_____ Messages were hard to understand

_____ Signal

_____ Some terms are difficult to understand

_____ No reply/answer

_____ Messages were delayed

_____ Others (pls. specify)

_____

VI. Suggestions/Recommendations

1. What are your suggestions for the improvements of the access of BSU Campus Connect Project?

_____

_____

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_____

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