

# 'PUBLIC RELATIONS WORK' TO INCREASE ATTAINABILITY RELATING TO EMAIL-COMMUNICATION



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## Aim of investigation

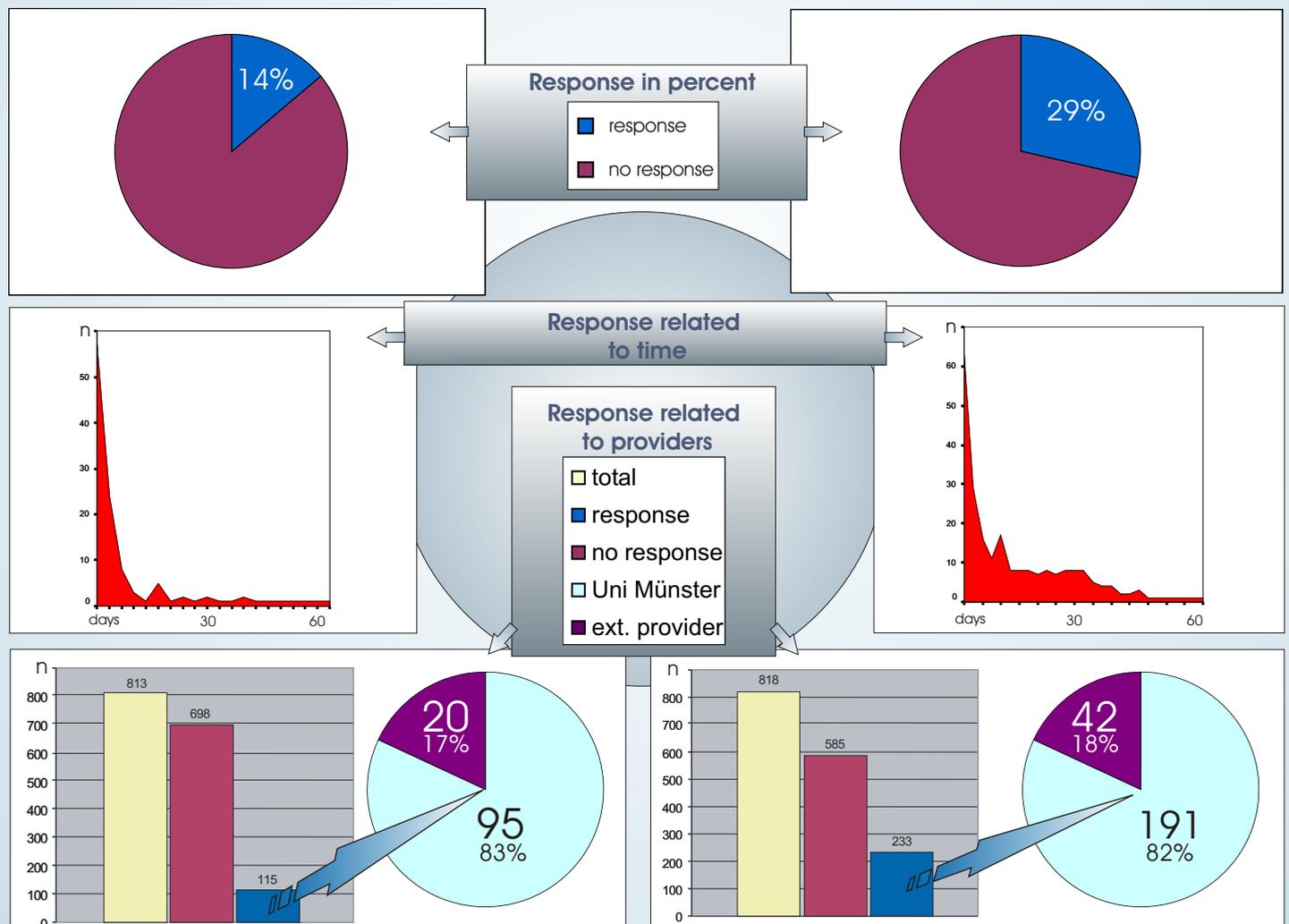
**A**lthough there has been a keen increase of the circulation of e-mail addresses in the ZMK-Klinik, the actual accessibility of staff and students with this medium is widely intransparent. For example it is not at all clear up to which percentage persons in question are reading their roundmails and within which time slice they do so? It's also not clear whether there is a possibility to raise these quotas by purposeful marketing?

## Material and Methode

**D**uring the winter term 2002/03 813 members of staff and students were addressed simultaneously via PHP-email-distributor. In this e-mail the purpose of the campaign was explicitly pointed out and people were asked for an immediate answer. During the next term intensive information was given within the various departments and students' courses of the clinic. Technical aspects as well as the many advantages of electronic ways of communication were pointed up. Support was offered for new registration or reactivating of e-mail addresses and during the next term the campaign was reapplied.

## 1. Evaluation (July 2002)

## 2. Evaluation (Feb. 2003)



## Results

**O**nly 115 people (approximately 14 %) responded to the initial roundmail campaign. 70 % of these already answered during the first two days. The last person responded only 62 days after having been contacted. The new evaluation showed that a broad marketing campaign could enhance the response given. It also underlines staff's and student's need for additional information concerning the object and intention of e-mails as a means of communication in professional and student's every day life.

## Conclusion

**T**he mere allotment of an e-mail address does in no way ensure answering quotas, which could be called sufficient to dependably hand out important information via roundmail. A loss of accessibility through e-mail addresses already provided by the university can be due to various technical problems and personal deficiencies of motivation. Students in particular often use external providers and are often also not on familiar terms with the use of consistent personal e-mail archives, POP-accounts, Web-Mail-Portals and the use of forwarding functions. Special email-courses are being offered within regular further training for staff and students.

