

## **The Importance of Corporate Email Service and Google Education Service for Education Institutions**

### **(A Case Study of Ronaki Duhok Education Company in Iraq)**

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**Abstract:** In this study, the contribution of the usage of "corporate e-mail service" and "Google educational institution services" to the education sector was explained using two different high schools through comparative research methods. The usage of e-mail and Google education services through the examples provided by two schools tells us what kind of benefits they provide, while at the same time telling us what kind of damage is caused if they are not used. In the article where the benefits of the corporate email services are examined, the service is used in one of the schools and while not used in the second. The general purpose of the study is to explain the benefits and the effects of corporate e-mail services and the Google education service to all educational institutions in the world. In the article, a comparative study has been carried out with 2 different high schools affiliated to the Ronaki Duhok Educational Institutions and the compliance of the standards and the benefits are provided to the readers. According to the results of the analysis, it has been revealed with examples that these two services contribute to educational institutions in a positive sense.

**Keywords:** Corporate E-Mail Systems, Corporate E-Mail Services, Institutionalization in Education, Email Systems in Educational Institutions

### **1. Introduction**

Nowadays, educational institutions want to specialize in their field and take an important position in the sector by taking advantage of all the innovations brought by the technology. Almost all of these types of technology offer "institutionalization" opportunities to all institutions and organizations. This leads directly to success. Institutionalization is the process of preparing an infrastructure in order to be able to maintain its effectiveness without being dependent on individualism or individuals. Institutionalization is aimed to make the institution / company develop itself and become sustainable. Institutionalization and the use of corporate e-mail services in this context are important points in all sectors. E-mail services, which ensure that many institutions and organizations, especially education institutions, are more comfortable from a managerial point of view, must be integrated in the system and used continuously. We will examine two educational institutions that use and do not use corporate e-mail services in this

research, and we will talk about the benefits of these standards to educational institutions. Thus, we will see what advantages educational institutions can achieve using this system. In doing so, we will make use of the comparison method.

## **2. What is Institutionalization?**

Institutionalization is the process of preparing an infrastructure in order to be able to maintain its effectiveness without being dependent on individualism or individuals. For educational institutions, concepts such as quality, efficiency, performance and competence are at the forefront of essential rules. For this reason, it is required to take advantage of the innovations provided by technology to achieve these concepts. Institutionalization is the process of establishing consistency and uniformity throughout the institution in relation to process implementation. It helps the same standards to be followed by every group and individual in the organization. Institutionalization helps to regulate processes and applications in the organization. As it is known today, competition among educational institutions is very high. For this reason, every institution should work hard to be able to show itself out of competition. Institutionalization is the first thing to be done for this aim. An educational institution that has not yet become institutionalized means that it has not reached the level of competition with its competitors. This may lead them to gradually vanish from the industry. It is a matter of absolute necessity to fulfill all the requirements of institutionalization in order to avoid such a problem.

As we have already mentioned in our published work entitled "The Importance of Corporate Email Service for Educational Institutions", institutionalization processes provide the following benefits to an educational institution:

- Indicates that processes are tracked consistently in the organization,
- Indicates that processes are performed as they were planned,
- Indicates the commitment of the organization and the staff,
- It ensures that institutional processes are improved and maintained for a while

The most important aim of being an institutionalized company is to conduct activities and work without being dependent on anyone (boss, staff, manager, director, etc.).

## **3. What is Corporate Email Service?**

E-mail, i.e. electronic mail; is an application that allows people to send messages prepared by computers via telecommunication technology to each other. E-mail messages are usually encoded as ASCII text. In addition, graphic images and audio files can also be sent via e-mails. E-mail is one of the most important applications that internet technology brings to us, and has evolved since the early days of the internet. Today, a large part of the total traffic on the Internet belongs to the usage of e-mail. E-Mail allows individuals and institutions to communicate with each other electronically. Due to its fast and easy application, today e-mails are the front-end for both individual and corporate use. Corporate e-mail is a service that is tailored for organizations and is used to keep e-mail traffic under control. Corporate e-mail services are typically deployed over cloud computing in the geographical location.

Corporate e-mail addresses are created with the domain extension of the corporate website of the institutional firm. For example, let's assume that you have a website called yourinstitution.com. E-mail addresses are created to the employees of this institution as name@yourinstitution.com. This is a very

important issue for the promotion of the company. Corporate E-mail is a virtual communication system that changes the way companies do business. E-mail accelerates information exchange, removes global barriers, keeps communication costs low, and gives business people the flexibility to access their messages from anywhere in the world. For this reason, companies benefit from many of the advantages offered by email services.

#### 4. What are the Advantages of Corporate Email?

The use of corporate e-mail brings many advantages for organizations and organizations:

**Communication convenience:** Thanks to the e-mail system, messages are carried quickly and many information can be shared in addition to e-mail.

**Low Costs:** Small budgets are usually required for small businesses. Businesses can save money by using low cost or free web email services.

**More Accessibility:** E-mail removes time and global barriers. Owners / staff of institutions of the organizations can send and receive information at any time of day or night, via using e-mail. Because the e-mail services are internet based, they can be accessed from anywhere. In addition, accessibility is increasing via tablets and smartphones, and e-mail services become even more useful, depending on the usage of these devices.

**Marketing:** Marketing is one of the biggest uses of emails. A well-managed email marketing campaign is effective and cheap.

**Collaboration:** An email can be sent to more than one person and group as co-operation or training tool. This can take the form of a questionnaire or a request for feedback from the customer. It can also be used to prepare business proposals with business partners and to inform employees about new procedures or projects.

#### 5. Experimental Details

##### 5.1 Methodology

In this research, which we have done to reveal the contributions of institutional e-mail services to educational institutions, we have dealt with two different high schools within the Ronaki Duhok Educational Institutions namely Duhok Boys' College and Duhok Girls' College. While Duhok Boys' College uses all corporate email services, Duhok Girls' College does not integrate this application into the system, so it is not used. So, we had the opportunity to make comparisons in this study. In this manner, we have compared the two institutions and reached the required data. In our work we will discuss the corporate e-mail services and the different applications that these services offer to educational institutions and compare them in two different high school examples. We will use data from July 18, 2017 to July 18, 2018 for this. (See Appendix B-1)

##### 5.2 Applications

Educational institutions are serious organizations and they need to use a reliable e-mail service with reliable infrastructure. Because both in-house information and documents and personal information belonging to the students / staff should be kept in good way. Many other services alongside with email, which have been carried out by technology giants like Google directly affect the educational institutions

positively. In this article, we will inform you about corporate e-mail and ancillary services for corporate e-mail for educational institutions. We will do this in a comparative manner through the examples of Duhok Boys' College and Duhok Girls' College, which use Google's the corporate mail service and not respectively.

**G-Suite:** Google G-Suite is a cloud-based service that offers video conferencing, real-time work, collaborations as well as chat and email. Educational institutions are able to take serious advantage from these services. G Suite is mainly used for two important issues. The first is G-Mail service and the second is Google Drive, a cloud based storage system. Both applications are free and serve both students and teachers. In this way, communication can be achieved with easier channels and in a healthier manner. In addition, the Google suite also gives great possibilities for management. For example, when a new person is recruited, it is possible to instantly add the person to all groups with one click. Whether or not employees control their e-mails can also be controlled via this system. So, it is also easy to determine if people are active on the system or not. Duhok Boys' College leverages this service to strengthen communication and collaboration between both students and teachers while also facilitating communication within the institution. However, Duhok Girls' College does not use this service, and communication between teachers and students is limited. Duhok Girls' College, which currently does not use corporate e-mail service, cannot fully provide administrative communication within the institution. This brings many problems in the field to the institution.

### **Google Calendar**

Google Calendar is a service provided by Google since April 13, 2006, providing a calendar and day planner services for users. This service is required to be a member of Google in order for internet users to benefit. With this service, it is possible to create common calendars, announce workshops, meetings and seminars at the same time to everyone. In this way, internal communication is strengthened and the time of things to be done is not forgotten.

### **Chromebooks for Education**

Chromebooks for Education, launched with the slogan "Increase your students' imagination, not your budget," is a program that aims to support students with affordable computers. Chromebooks' prices start at \$ 219, and devices are designed to share with an unlimited number of learners until the smallest detail. Thanks to these computers, there is a closer connection between students and teachers, and lessons and assignments are made easier. With students using these computers, problems such as forgetting assignments or not being able to share with the teacher are eliminated. With various application from code writing to video and animations, it increases the student creativity. Duhok Girls' College does not use this service and there is limited communication between students and teachers. At Duhok Boys' College, these computers are used and students can communicate better with teachers.

### **Google for Education**

Educational institutions can take advantage of Google G-Mail's services by receiving an institutional e-mail extension and then forwarding it. The most important of these services is Google For Education. This free package, which must be used by every educational institution that aims to carry out a joint study in schools and classrooms, provides a time saving. With this application, a real-time file can be

created in the classroom, and it is possible to share it with everyone and arrange it at the same time. Google For Education is working on a cloud network, and it's easy for everyone to reach that network. Duhok Boys' College can conduct joint studies using the program "Google for Education", while Duhok Girls' College cannot. For example, unity could not be reached because different files were accidentally inserted into each computer in Girls' College, who wanted to work with students during the last month of March. For this reason, the project is half-finished.

*Google for Education services that Google provides for free and that are of great importance to educational institutions also include the following applications:*

### **Classroom**

Google Classroom started with the slogan "less paper use and more education". This application also allows teachers and students to work together in an interactive way. This application is used by Duhok Boys' College which provides easy communication for everyone in the classroom. This application leads to money saving by avoiding paper waste, and at the same time ensures that teacher's progress in class and the situation of the students can be easily followed. Google Classroom also provides classroom control at Duhok Boys' College. Nonetheless, Duhok Girls' College, which does not use this application, constantly uses paper, which is reflected in serious figures for the end-of-year expenses. This overshadows an environmentalist and sustainable understanding of education. Teachers, also, cannot follow students in detail.

### **Google Docs**

Google Docs, or Google Documents, allows you create text documents directly from the browser. More than one person can work on these documents at the same time. In educational institutions, teammates or individuals in the class can work together on a single file. Google Docs is considered one of the most important tools to improve productivity at Duhok Boys' College. Duhok Girls' College does not use this application, so it is not possible to do collaborate studies.

### **Google Slides**

Google Slides is an important Google service that enables slides to be created in an online format that are often used during lessons in educational institutions. With this application, wherever they are, they can create presentations and work together on these slides. Teachers and students often use the slide method to reinforce the narration during the lesson. That is where Google Slide helps them. Duhok Boys' College makes frequent use of this free application and makes learning easier thanks to interactive slides. Unfortunately, Girls' College cannot make the courses efficient because it does not use this application.

### **Google Groups**

Google Groups is a group and email list service offered to all users by Google in a free format. Through this practice, educational institutions can set up a group for the departments they wish, and in important notices, they can send an email to these groups collectively. In addition to this, groups can be created for the classes, making the lessons more effective. Duhok Boys' College uses Google Groups to keep

communication tight and does not skip events and various notifications. In Girls' College, this practice is not used and there is constant chaos.

### **5.3 How can Google Education Services and Corporate Email be Integrated to the Institution?**

In order to benefit from Google education services, it is necessary to first obtain a corporate e-mail service. It is a quick and simple to receive it. The only thing that needs to be done is to redirect the mails to your @yourinstitution.com extension via redirects. Google's G-Suite service offers unlimited and free use to all educational institutions when it comes to training. This basic package, which is offered free to all educational institutions, also includes student accounts to be added at the same time. In other words, address additions to be made in the future are not subject to any kind of fees. This allows the educational institutions to use their budgets on other projects.

G-Suite offers educational institutions the following usage opportunities for education:

- Unlimited storage for each user. However, if there are four or fewer users in the organization, each user has 1 TB of storage space.
- Free use
- Free Google Apps case usage.
- Usage Capacity of 100 GB Google Sites.

Google expects organizations seeking to use G Suite for training to meet these criteria:

- To be accredited by an globally approved accredited institution
- Being non-profit oriented
- Be a primary or secondary education institution or higher education institution

G Suite is a cloud-based tool, so it is simple to install and use. Both students and teachers can easily learn how to install G Suite. With G Suite, you will be able to conduct your work from anywhere with internet and computer. Thanks to its G Suite that has a wide range of usage, collaborative environments can be supported, brainstorming can be done and children can celebrate their creativity. G Suite also allows teachers to prove themselves.

### **5.4 How to Set Up G Suite?**

G Suite can be installed quickly and simply by everyone. After creating a G Suite account, you will need to log in to the Google Admin Console and access the setup wizard. Once you have entered the wizard, you should follow these steps:

Step 1: Sign in to the Admin console

Step 2: Select "Setup" tab by clicking "Settings" in the upper corner.

Step 3: The domain name should then be verified. Educational institutions that want to use G Suite with their domain name should not skip this step.

Step 4: After that, you will need to create user accounts.

Step 5: After all users have been added / moved, G-Mail accounts will be activated and settings for applications like Google Calendar, Drive and Google Sites must be made.

Step 6: Throughout the setup, the wizard will ask you a number of questions. These are not mandatory questions.

Installing the Google G Suite is simple. Typically, if the number of users is less than 50, the installation process is done in 1 hour.

## **6. How does Google Services Contribute to Education?**

All of the Google services that are part of the corporate email offer great benefits to educational institutions. We can see these benefits by comparing Boys' College and Girls' College. Using educational e-mail services and Google services in education, Boys College has achieved the followings:

- The doors to first-class information are opened to students
- Common action consciousness is taught
- Productivity is increasing
- Production of many new ideas for both educators and students
- Learning became more fun
- Supported teachers
- To initiate creating future talents
- Strives to reduce opportunity inequality, which is a global problem in education
- To have technology as an important component of education
- To have quick and healthy communication
- To have a corporate identity
- Corporate sense of belonging

Girls College, which does not use corporate e-mail services, is experiencing the following:

- Students are studying away from technology
- Inequality of opportunity in education arises
- There are troubles in terms of finances
- Communication is difficult with both students and in the institutional sense
- Teachers cannot clearly follow the students who attend the classes

## **7. Results and Discussion**

Located in the Ronaki Duhok Educational Company, Duhok Boys' College uses corporate e-mail services in an integrated manner. Duhok Boys' College already obstructs the managerial problems that may occur, before they arise. Thanks to this system, Duhok Boys' College, as an educational institution, archives:

- The communicative problems that may arise in educational institutions can be removed.
- The school's profile becomes more interesting.
- Institutionalization begins.
- A better quality education is provided to the students.
- Regulations can be appropriately transferred to all required departments.

Duhok Girls' College does not integrate corporate e-mail services into its own system, and it overshadows the school's prestige and confronts with chaos both in terms of teaching and management. As a result of the comparative study we have prepared, every educational institution should definitely benefit from corporate e-mail services. Since Duhok Girls' College does not use this service, it experiences the following problems:

- Their images are not getting stronger
- Customer satisfaction is not provided
- Students are away from quality education.
- Internal communication is interrupted.
- Do not have an active management

## **8. Conclusion**

All of these studies and comparisons have shown that all the work done at Duhok Boys' College has a certain discipline. At Duhok Girls College, there is a chaotic environment far from this discipline. This is one of the last situations that an educational institution wants. As it is known, educational institutions have become more serious institutions today. Especially with the development of technology, schools started to produce projects with this emphasis. Institutionalization has also begun to be emphasized so that educational institutions can become healthier places. In addition to corporate communication, corporate email services and Google education services can be used to communicate better with students.

Today's corporate e-mail services and Google education services offer many opportunities and play an important role for educational institutions. For this reason, institutional e-mail services should be available in every educational institution as well as in every institutional firm. In this respect, the dialogue between teachers and students is formed on solid foundations. At the end of the year, Duhok Boys' College only experienced 3.2% of communication problems. However, this rate is 55.3% in Duhok Girls' College. In addition, Duhok Boys' College did not have any problems in the sense of following the students' lessons. At Duhok Girls College, 30.9% of the students stated that they are not satisfied with the internal communication and technological services. It is a well-known fact that interactive activities are important for educational institutions. Duhok Girls' College suffered 100% of difficulty because there was no interactive work. At Duhok Boys College, interactive studies were conducted at 100 percent and this brings success.



## Questionnaire Results

When comparing the two schools, we used the survey data. The results are as follows:

QUESTIONNAIRE RESULTS	Duhok College	Boys'	Duhok College	Girls'
The complaints and suggestions expressed by the employees of our school are taken into account.	%85,4		% 20,5	
Different ideas are respected in our school.	% 100		%20,3	
Our school actively uses e-mail and calendar applications as a means of communication.	% 99,3		% 30,1	
I know and share our school's basic policy and important strategies	%89,1		%15,2	
All announcements for students at our school are delivered on time.	%95,7		%24	
Teachers and administrators in my school are in dialogue with my parents.	%96,2		%26,3	
Suggestions and complaints about the school are answered shortly.	%94,2			
Information that needs to be known by the parents is announced on time.	%93,1			
Our school cooperates with us to carry our child to better levels.	%89,2			

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APPENDIX

Appendix A-1

DEAR PARENT/GUARDIAN: We thank you for your participation in an important part of our institution to be more successful. For this reason, the survey prepared to determine your satisfaction level is an important contribution to the success of our institution's development. The survey you fill out will have an important contribution to determine the current status of your child's school. We request you to fill out the survey completely and honestly. Thank you for your contribution. Please do not write your name!

**PARENT SATISFACTION SURVEY**

**YOUR DEMOGRAPHIC**  
Name: \_\_\_\_\_  
Family: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Institution Code: \_\_\_\_\_

**SURVEY QUESTIONS**  
1. How would you rate the school administration staff's level of...  
2. How would you rate the school's health and safety...  
3. How would you rate the school's curriculum...  
4. How would you rate the school's discipline...  
5. How would you rate the school's communication with parents...

Appendix A-2

**STUDENT SATISFACTION SURVEY**

Dear Student: We always need your valuable feedback to provide better services for you to receive a good quality education in a suitable learning environment. The following survey has been prepared for this purpose. Your evaluations and feedback will help us contribute to increase the quality of the education and other services offered in our school. In our survey, satisfaction levels for each question are indicated in a scale of 1 = DISAGREE, 2 = NEUTRAL, 3 = AGREE, 4 = STRONGLY AGREE. We request you to fill the most suitable option to show your satisfaction level. We really appreciate if you answer all survey questions with sincerity. Thank you very much your attention to this matter. Please do not write your name!

**STUDENT SATISFACTION SURVEY**

**YOUR DEMOGRAPHIC**  
Gender: \_\_\_\_\_  
Institution Code: \_\_\_\_\_

**SURVEY QUESTIONS**  
1. I am satisfied with my current school's administration staff...  
2. I am satisfied with my current school's health and safety...  
3. I am satisfied with my current school's curriculum...  
4. I am satisfied with my current school's discipline...  
5. I am satisfied with my current school's communication with parents...

Appendix C-3

**EMPLOYEE SATISFACTION SURVEY**

**EMPLOYEE SATISFACTION SURVEY**

**YOUR DEMOGRAPHIC**  
Institution Code: \_\_\_\_\_

**SURVEY QUESTIONS**  
1. I am satisfied with my current school's administration staff...  
2. I am satisfied with my current school's health and safety...  
3. I am satisfied with my current school's curriculum...  
4. I am satisfied with my current school's discipline...  
5. I am satisfied with my current school's communication with parents...

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**PARENT SATISFACTION SURVEY**

**YOUR DEMOGRAPHIC**  
Name: \_\_\_\_\_  
Family: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Institution Code: \_\_\_\_\_

**SURVEY QUESTIONS**  
1. How would you rate the school administration staff's level of...  
2. How would you rate the school's health and safety...  
3. How would you rate the school's curriculum...  
4. How would you rate the school's discipline...  
5. How would you rate the school's communication with parents...

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**STUDENT SATISFACTION SURVEY**

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Gender: \_\_\_\_\_  
Institution Code: \_\_\_\_\_

**SURVEY QUESTIONS**  
1. I am satisfied with my current school's administration staff...  
2. I am satisfied with my current school's health and safety...  
3. I am satisfied with my current school's curriculum...  
4. I am satisfied with my current school's discipline...  
5. I am satisfied with my current school's communication with parents...

Ref: 23 / 017  
Sub: The Interenterprise Comparative study of Corporate E-mail and Google Education Services Usage Permission Slip

Permission Slip

The permission is given to the Esse Certification Officer Zeynep Öker to compare the differences of the usage of Corporate E-mail and Google Education Services at Duhok Boys' College and the non-usage of the system in Duhok Girls' College that serve within Ronaki Duhok Education Company. Both institutions will be monitored from May 2017 to June 2018. Duhok Boy's College, which applies the Corporate E-mail and Google Education Services, and Duhok Girls' College, which does not apply these services, are allowed to be analyzed and evaluated.

**Ronaki Duhok Education Company**  
General Manager

Ref: 146 / 018  
Sub: The Letter of Approval for the Results of Interenterprise Comparative Research of Corporate E-mail and Google Education Services Usage

Letter of Approval

As Ronaki Duhok Education Company, we verify the results of a comparative analysis between Duhok Boys College and Duhok Girls College, conducted by Esse Certification Officer Zeynep Öker in our institution.

We confirm the accuracy of all the data and ratios given under the titles of "Survey Results" (Parent Satisfaction Survey, Staff Satisfaction Survey, Student Satisfaction Survey) and "Year-End Institution Evaluation" that arise as a result of using and not using Corporate E-mail and Google Education Services.

**Ronaki Duhok Education Company**  
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