

Blackboard
connecttxt[®]

Blackboard ConnectTxt

Texting is how both parents and students communicate today. ConnectTxt puts you in the conversation.

Two-way text messaging is the fastest, easiest and most relevant way to engage your school communities. Transform how your district and school leaders communicate with parents, students, staff and community supporters in ways that make it easy for them to respond. Whether it is a small group or thousands of parents, Blackboard ConnectTxt[™] gets everyone talking.

Create a conversation.

ConnectTxt makes it simple to send targeted, mass text and email messages from your computer or smartphone and receive a response. Using powerful personalization and automation tools—like shortcodes, keywords, QR codes, and filters—your communications become informative conversations that make it easier to interact with thousands within your school communities.

Streamline tasks and stay organized.

ConnectTxt can quickly help you do more with less. Create templates for commonly used messages, then filter and re-direct incoming texts to other phones and email addresses for fast follow-up. You can also label your messages and create helpful reports by topic to better analyze your responses.

Scalable, reliable and secure.

ConnectTxt is secure software-as-a-service (SaaS) technology that relies on the same encryption used by online banking organizations. In addition, Blackboard Connect has significant capacity and reliability with over one billion messages sent in 2011 and 99.99% uptime.

Get help whenever you need it.

While ConnectTxt is easy to use, you might occasionally have a question or two. Our client care team is ready with the answers, and product training is always free. Our team can also provide strategic counsel, with deep knowledge of best practices, advanced features and unique use cases.

Our district's senior leadership jumped at the chance to add ConnectTxt to our arsenal of communications tools. We didn't have to survey our parents about how they would like to receive important information....we see them texting day in and day out! Now with Blackboard ConnectTxt we can conduct and document timely two-way 'conversations' on a wide variety of events, topics and school safety issues.

Charlie Glazener
Executive Director
Community Relations & Communications
Asheville City Schools, NC

PUT 2-WAY SMS TO WORK FOR YOUR INSTITUTION

Combat bullying, abuse, crime and mental health issues.

ConnectTxt allows K-12 districts to provide an easy-to-use SMS tipline for students, parents and staff to report safety issues, including bullying, abusive behavior, crime, and mental health issues. ConnectTxt is text-based, allowing anyone in your district - students, teachers, staff or parents - to report incidents and concerns quickly and discreetly. Powerful inbox filters and rules will allow you route inbound messages to the appropriate district staffer for follow-up. If the responder needs more information, the 2-way SMS tool allows them to engage in real-time text conversation with the report initiator.

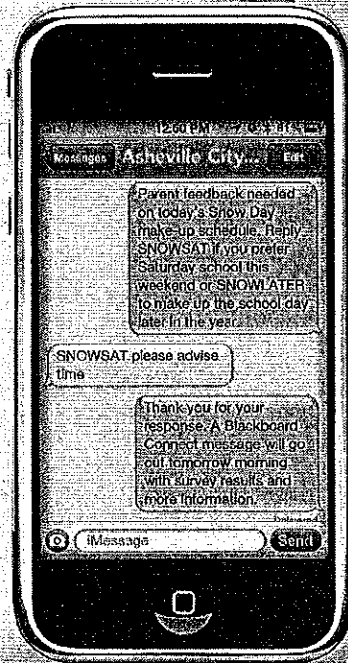
Messages are confidential: only the mobile number of the report initiator will be apparent to the administrator. This is vital for follow-up purposes, and it avoids the risk of false or frivolous submissions. The ConnectTxt user environment is wholly separate from the core Blackboard Connect 5 interface and contact database - limiting access and further enhancing confidentiality.

Promote parent engagement.

Using text effectively can help you create a robust sense of community on your school campuses. For today's increasingly mobile parents, targeted and relevant messages for everything from parent preference surveys to event RSVPs and volunteer requests can improve parent engagement with student success as the ultimate goal. Conduct parent surveys via SMS - the preferred mode of communication for today's millennial parent - and get significantly higher response rates.

Create efficiencies for everyday processes.

Use 2-way messaging to automate certain processes by using real-time reports that are texted in and then routed to a designated person. For example, you can use 2-way text to poll substitute teachers for availability or roster bus drivers on severe weather days. The possibilities are nearly endless for improving the delivery of immediate, relevant updates as they happen.



KEY FEATURES

- **Two-way messaging:** send and receive SMS - the way parents and students prefer to communicate
- **Email, Twitter and RSS feeds** improve communication through multi-channel messaging
- **QR Codes** let your community scan a barcode and receive information on the spot
- **Shortcode keywords** make it easy for your recipients to text in (Just like on *American Idol*)
- **Auto-replies** let you send an automated response message
- **Message forwarding** alerts designated officials to the text and makes follow-up fast
- **Mail merge tools** let you personalize messages
- **Message delivery reporting** tracks delivery all the way to the handset
- **Groups and address book actions** help you develop robust contact databases
- **Data integration** makes importing your contacts simple

Connect with confidence.™

THE CAPABILITIES THAT MATTER MOST FOR EFFECTIVE K-12 COMMUNICATION

The right communication can help you increase attendance and retention. It can promote greater parental involvement, help your staff be more efficient, and ultimately improve outcomes.

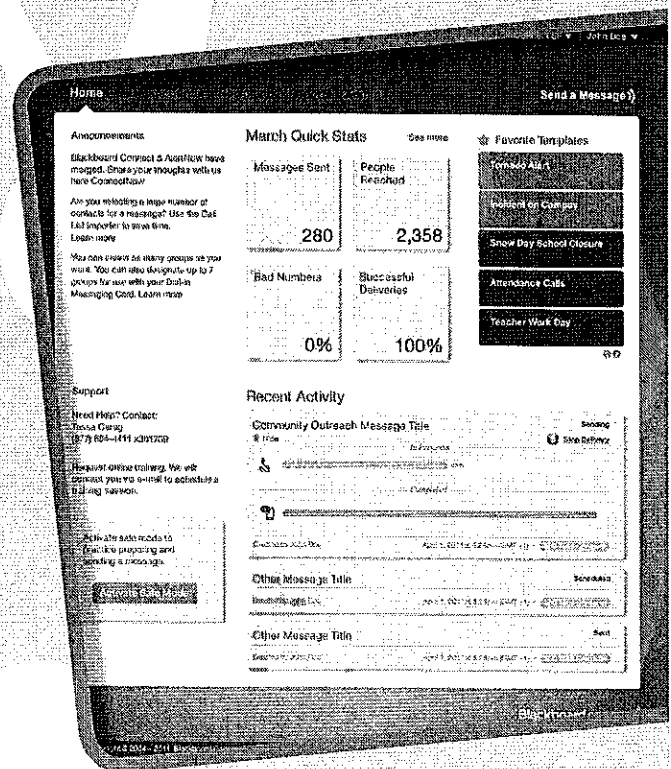
Blackboard Connect™ 5 was designed specifically for school districts and the communities you serve, based on the feedback of top educators. It delivers advanced capabilities in a simple, easy to use format, making it easier than ever to send messages that are targeted and relevant to your audience.

Our solutions can help solve your biggest K-12 challenges with a combination of communications and learning content management services that can bring school districts closer together like no other.

"I've personally found the support and transition to Connect 5 easy to adapt to and seamless. However, the best barometer has been the feedback we've received from our parents, who have been very satisfied with the changes."

Michelle Kynard, Ed.D.
Superintendent of Schools
Houma Falls Elementary School District, KY
Member, Board of Cooperative Educational Services

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Connect 5 helps us to meet expectations, do more with less and work smarter every day. Shortly after upgrading, we quickly and easily programmed messages in multiple languages to reassure families that a school bus was late, and to let families know that their application for free or reduced lunch was approved.

— Diane Turner, Chief Communications Officer
Federal Way Public Schools, WA

Get to the send button faster.

With a simple, easy to use interface you can reach your audience faster. Everything you need is on one screen, just as if you were sending a quick email to a friend. You can create and manage your messages from start to finish, without having to navigate through multiple pages—even when dealing with complex multi-modal or multilingual messages.

Through features such as user-friendly icons and pre-populated templates, you can easily send messages to multiple phones, emails, SMS, RSS feeds, digital signage and social media, including Facebook® and Twitter®. You can customize messages, pre-set urgent or routine announcements, and have an instant view of who received your communication and when—all on the same screen. And because Blackboard Connect 5 is easy to use, you'll spend less time training and more time communicating.

- Single-page message creation
- Pre-scripted scenario templates
- Multimodal messaging
- Social media integration
- Schedule recurring messages
- Customize Caller ID and email ID

The screenshot displays the Blackboard Connect 5 dashboard. At the top, it shows 'March Quick Stats' with a 'See more' link. The stats are presented in a grid:

Messages Sent	280	People Reached	2,358
Bad Numbers	0%	Successful Deliveries	100%

Below the stats is a 'Recent Activity' section with a table of message logs:

Community Outreach Message Title	Status	Created by	Date
Community Outreach Message Title	In Progress	John Lee	April 1, 2014 12:30pm (GMT-7)
Other Message Title	Sending	John Lee	April 1, 2014 12:30pm (GMT-7)
Other Message Title	Completed	John Lee	April 1, 2014 12:30pm (GMT-7)

On the left side of the dashboard, there are several support and help links, including 'Need Help? Contact Us', 'Request online training', and 'We have made it easier to prepare and send messages'.



Easier in any language.

Blackboard Connect 5 automatically checks your audience's language preference against your contact database, alerting you to specific translation needs. You can translate a message or provide text-to-speech versions in 15 languages - all in just a few clicks.

Get more from your investment.

Blackboard Connect 5 is as easy to implement as it is to use. With a decade of experience in mass notification, our data integration team has successfully integrated with more than a hundred databases, including student information systems, enterprise-level finance and human resources systems, school nutrition software, library management databases, and many more.

With automated data synchronization and outreach messaging you can quickly begin to improve attendance or send specialized alerts, including grade threshold messages, cafeteria balances and library fine reminders.

- Proven experience
- Smooth integration
- Faster implementation—30 days or less

Blackboard School District

John Smith
You are currently registered to receive information from the following institutions:

Institution 1
Institution 2
[Edit contact information](#)

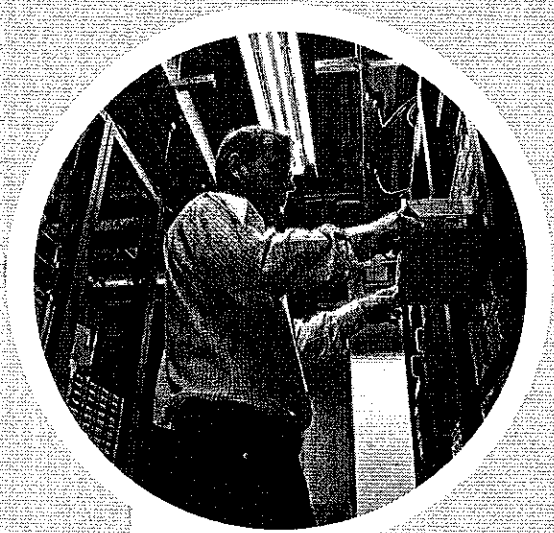
RSS Feed

- Amnesty offered to Somalia insurgents
- Turkish envoy visiting Syria to help quell unrest
- Asia stocks recover ground
- Cameron promises crackdown on rioters
- Newskeeper sues Strauss-Kahn

JAN 21
SCHOOL XXXY [Jen Doe]
School Closure Today due to weather
6:00 AM Friday, January 21

JAN 10
SCHOOL DISTRICT XXXY [Jen Doe]
Parents Info Night 01/13/2011 - Digital
5:00 PM Monday, January 10

JAN 8
SCHOOL XXXY [Jen Doe]
Parents Info Night 01/13/2011
3:00 PM Saturday



There's tech support, and then there's Connect Client Care.

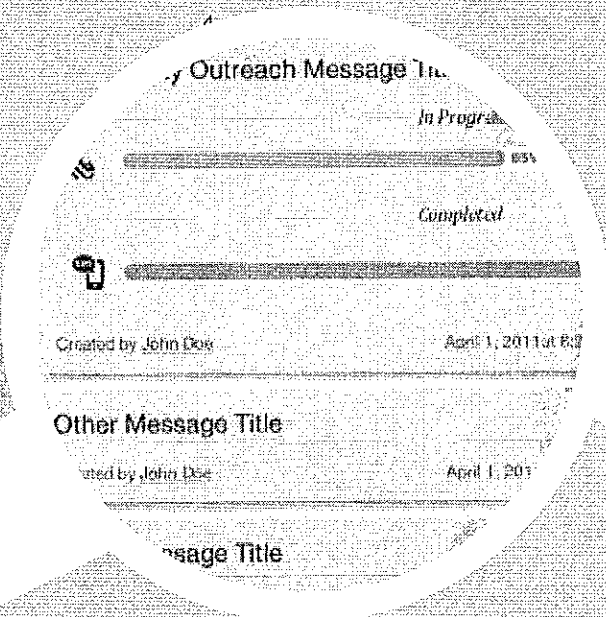
A common refrain we hear is that while competitors claim round the clock support, they fail to deliver on that promise. We offer a dedicated Client Care team that delivers true 24/7/365 service, no matter what your time zone. From technical issues, implementation and system integration to crisis communications and public relations counseling, the Blackboard Connect Client Care team is here to help.

Confidence in your mass notification system can only come through hands-on, interactive training. That's why we offer live, onsite instruction to walk your team through each step of the message process. We also offer continuous on-line training sessions and seminars on key messaging topics.

Trusted, proven and prepared.

No other system has the proven reliability of Blackboard Connect 5. Through a no-single-point-of-failure system, it can send more than 3 million one-minute voice messages per hour, as well as nearly 2 million email and 2 million SMS per hour. We have partnerships with multiple tier-one telecommunications providers that can deliver your message quickly and reliably, whether it's a routine update or an emergency situation. No delays, no wondering.

- 99.99 percent service uptime
- No other provider can claim to have successfully delivered more than 19 million messages in a single day
- Redundancy through multiple network providers, multiple data centers, constant network monitoring, plus call routing, throttling, and load balancing expertise
- On a typical day, Blackboard Connect uses only 2 percent of its system capacity



- No other provider can claim a 95 percent or higher customer service rating three years in a row
- Best practices, sample message content and message support
- Real-time reports and ongoing usage analysis
- Training Mode to explore all features

We evaluated a number of systems, and Blackboard Connect consistently came out on top. We are impressed with the new interface and are especially enthusiastic about the power of the Access Portal to communicate more effectively with parents and the community at large."

—Ken Blackstone, (former) Director of Communications Services
Prince William County Public Schools, VA

Connect with your community from anywhere.

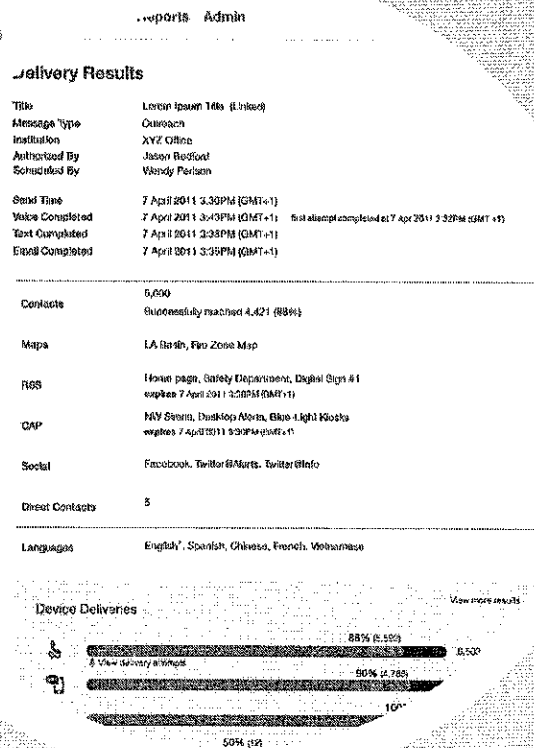
Blackboard Connect 5 includes an application for smartphones that allows you to create, schedule and send messages no matter where you are—right from your Apple® iPhone, iPad, iPod Touch or Android® device.



- Target messages to specific recipient groups
- Access saved messages and message delivery reports
- Manage user access to smartphone applications

A personalized experience gets better results.

Give your audience communication options that fit their individual needs and you'll boost participation and satisfaction. With the Connect Access Portal, everyone can add and update their contact information quickly and easily. You can reach each person how, when, and where they prefer to be contacted. You'll have the most up-to-date, target-specific information—from their device and language preferences, to what type of information they're interested in receiving.





Target your audience geographically.

You can even reach an audience by outlining an area on a map. Advanced mapping tools help you easily select specific district zones, bus routes, or other geographic boundaries.

- Built on the powerful ArcGIS 10 platform by ESRI
- Draw complex polygons
- Create and save an unlimited number of maps
- Import shape files from third-party GIS software

Improve parental involvement at the classroom level.

Parental involvement is critical to student success. Blackboard Connect for Teachers offers an efficient and easy way to communicate with parents in their preferred language, whether it's through a customized message or a quick click to more than 100 message templates.

- Messages available in 20 languages
- Hundreds of individual message templates
- Districts can control the timing and delivery of daily messages
- Administrative tools allow top-level users to manage complex hierarchies and multi-site user permissions



Welcome to a global community of support.

It's amazing how much more you can achieve when you have the right support. With exclusive access to Behind the Blackboard™ you'll have instant access to a variety of resources. You'll have a community of thousands of K-12 schools and districts supporting you. You can ask questions, draw inspiration, share proven solutions, and more.

- Instant access to best practices and techniques
- Client forums for collaborating with other users
- Anytime technical assistance
- Answers to frequently asked questions
- Features and functionality guides

Strong partners help you go farther.

Proven, reliable notification, portal and learning content management services go hand in hand. Blackboard Edline, the website provider for more than 20,000 schools worldwide, is a powerful combination with Blackboard Connect to help you keep parents engaged with information that is most relevant to them and their children.

- Two leaders with the breadth of solutions you need
- Classroom management tools include web 2.0 features, quizzes, forms, surveys and gradebooks

The competition can't compare. At first, the price looked good. In our area, the terrain is rugged and the weather can be treacherous, you need a four-wheel drive. [The other provider] sold us the equivalent of a two-wheel drive. I never had the confidence that things were going to go right.

— Anne Unger, Technology Supervisor
Tahoe-Truckee Unified, CA

Say the right thing at the right time.

Blackboard Connect offers you strategic communications consulting—from crisis support to strengthening public confidence. You'll have the full-time assistance of our leading public relations agency at your service. No other mass notification provider offers this level of strategic engagement and support.

- Assist with a successful launch of your mass notification system
- Develop ongoing registration drives to maximize participation
- Plan a strategic communication program for your district
- On-call support for your district in a crisis situation

I have experience with a number of SaaS platforms and have been a Blackboard client for three years. This was the smoothest transition I've ever encountered. We're one of the largest school districts in Quebec and when we made the change over the weekend, by Monday we were back at work sending 41 messages to thousands of parents without a hitch.

*Jim Hendry, Chief Information Officer
Lester B. Pearson School Board
Quebec, Canada*



Great power has never been this easy to use.

Having a reliable mass notification system can save lives, time, and money. It can also eliminate countless headaches and significantly improve the education experience for your K-12 district. Blackboard Connect 5 will put greater capabilities in your hands and give you 100 percent confidence that you have the most reliable solution on the market.

Achieve your goals faster and more effectively. Put Blackboard Connect 5 to work for your district today. Contact a representative at 1.800.424.9299, ext 4, or visit us at www.blackboard.com.

blackboard.com • 650 Massachusetts Avenue, NW 6th Floor Washington, DC 20001 • 1.800.424.9299, ext. 4

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Blackboard Connect for Teachers

Connecting with parents is the key to creating continuity between home and school. Yet larger class sizes, the demands of lesson planning, and increased student behavioral issues leave little time for one-on-one communication with parents.

The Blackboard Connect for Teachers™ service makes it easy for teachers to communicate with one—or one hundred—parents *in minutes*. With more than 1,000 prerecorded messages relevant to performance and attendance—in 23 languages—Connect for Teachers helps to strengthen the partnership between time-strapped educators and parents.

APPLICATIONS

Facilitate regular, routine communication with parents. Parental involvement is critical to student performance, both academically and behaviorally. Connect for Teachers helps educators reach parents the way they prefer with timely voice and email messages.

Ensure students are better prepared for class work and tests. With Connect for Teachers, it takes mere minutes to send assignment and test reminders home to one student or an entire classroom. Educators find using Connect for Teachers increases both homework completion and test preparedness.

Reach families in their home languages. Messages in Connect for Teachers are prerecorded in 23 languages, and messages are automatically sent in a family's preferred language. All prerecorded messages have been translated by professional human translators—not machines—to ensure 100 percent accuracy. Messages can also be sent by email for easy reference or sharing.

Deliver corrective and positive feedback. While corrective feedback is often necessary, positive feedback plays a key part in improving student attitudes and performance. Connect for Teachers offers hundreds of positive messages, from "Was a pleasure to have in class" to "Demonstrated eagerness to learn."

Every year when we look at budget, we ask the parents and the PTA if they want us to renew the system and the answer is always 'yes.' The parents tell me because we're using this system that they actually have more communication with teachers.

Dan Diehl
Principal,
Bedichek Middle School

BENEFITS

Spend more time teaching and less time managing behavioral problems. Connect for Teachers helps parents function as partners in the classroom and ensures messages received at school are reinforced at home.

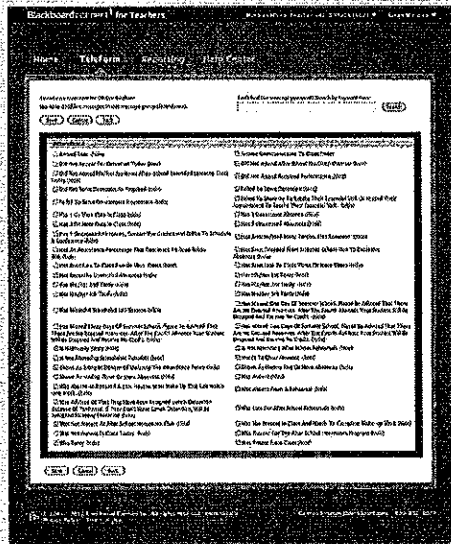
Quickly find the right message for every situation. Selecting the most appropriate message is simple and straightforward. Connect for Teachers groups messages into five categories for quick selection: attendance, corrective, grade progress, informational, and rewarding/positive.

Make sure everybody gets the message. Connect for Teachers' customizable online reports allow efficient tracking of message delivery and receipt. Use the reports to review communication strategy, update the board, or address rebuttals of "I never received the message."

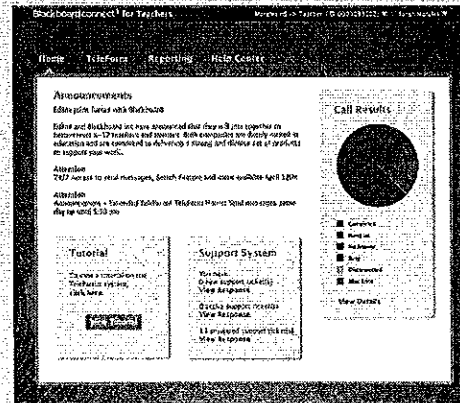
I use the system to inform parents about tutoring, make-up work, upcoming tests, and attendance issues. My students now ask me if I can send a "reminder" home.

Kathy Keel
6th grade Science teacher

Save time with prerecorded messages and a web-based platform. Connect for Teachers comes with a library of more than 1,000 prerecorded messages in 23 languages. Messages can be selected, grouped, and sent within minutes. And as the system is web-based, there's no maintenance or upgrades to manage.



More than 1000 messages available. All are organized by category and include a convenient "hide" feature.



Streamlined interface that's easy to learn and even easier to use.

SUPPORTED LANGUAGES

- Arabic
- Armenian
- Cantonese
- Eastern Armenian
- English
- Farsi
- Haitian Creole
- Hindi
- Hmong
- Khmer
- Korean
- Lao
- Mandarin
- Portuguese
- Punjabi
- Russian
- Somali
- Spanish
- Tagalog
- Thai
- Ukrainian
- Urdu
- Vietnamese