

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.

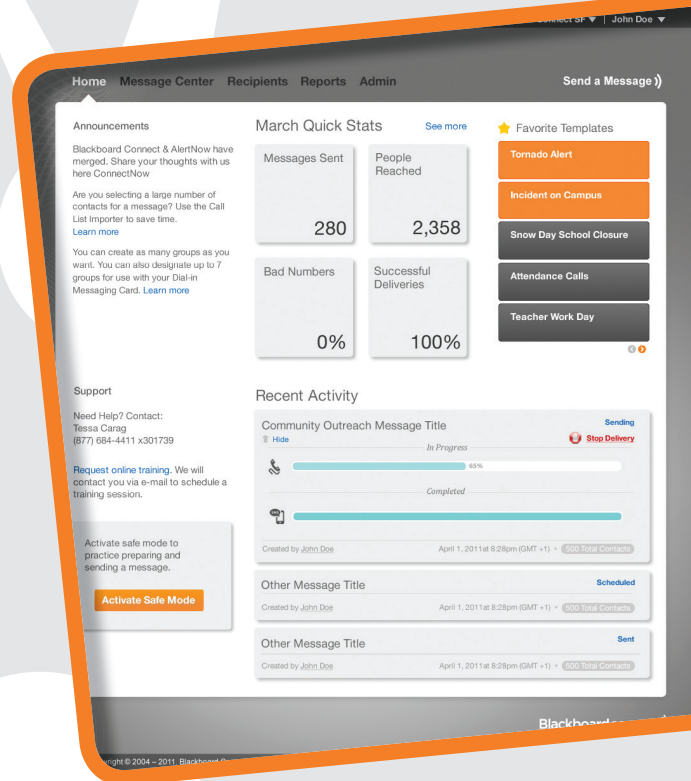
Our solutions can help solve your biggest K-12 challenges with a combination of communications and learning content management services that can bring school districts closer together like no other.

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 Kavanaugh, Ed.D.,
Superintendent of Schools
Honeoye Falls-Lima Central School District, NY
Monroe 1 Board of Cooperative Educational Services

Blackboard
connect™

5



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.

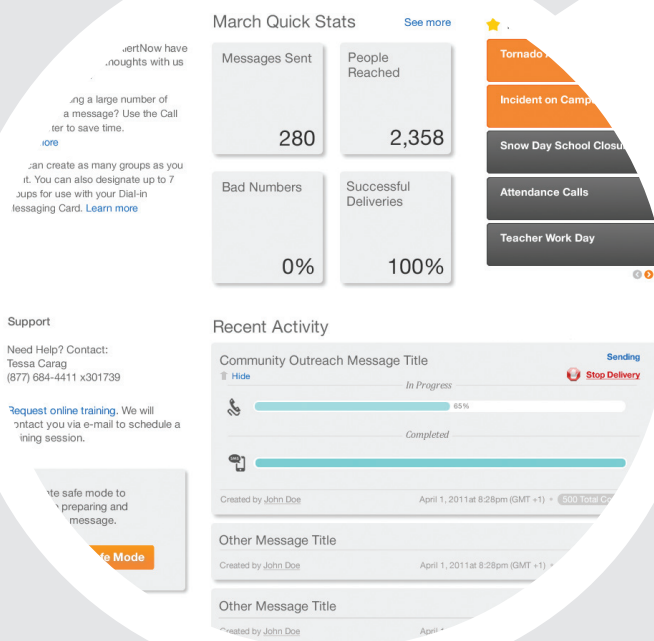
—Diane Turner, Chief Communications Officer
Federal Way Public Schools, WA

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 multimodal 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





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





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

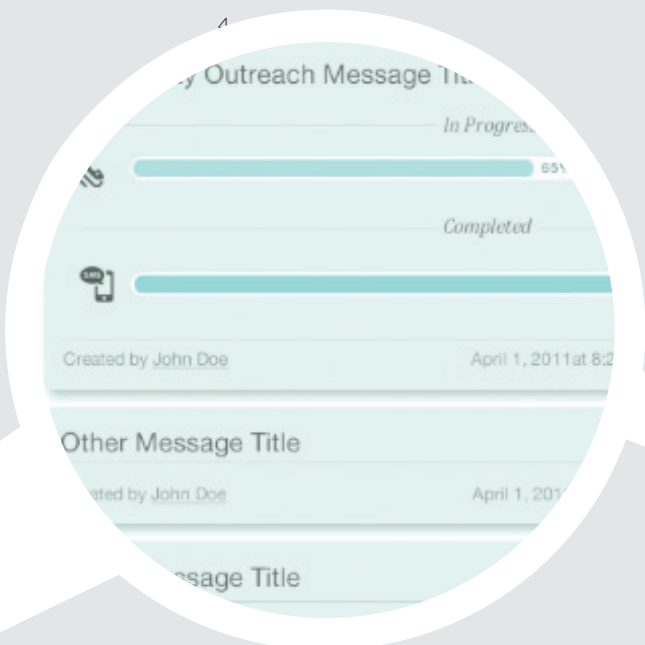
A common refrain we hear is that while competitors claim round the clock support, they fail to deliver on that promise. We offer a dedicated Client Care team that delivers true 24/7/365 service, no matter what your time zone. From technical issues, implementation and system integration to crisis communications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

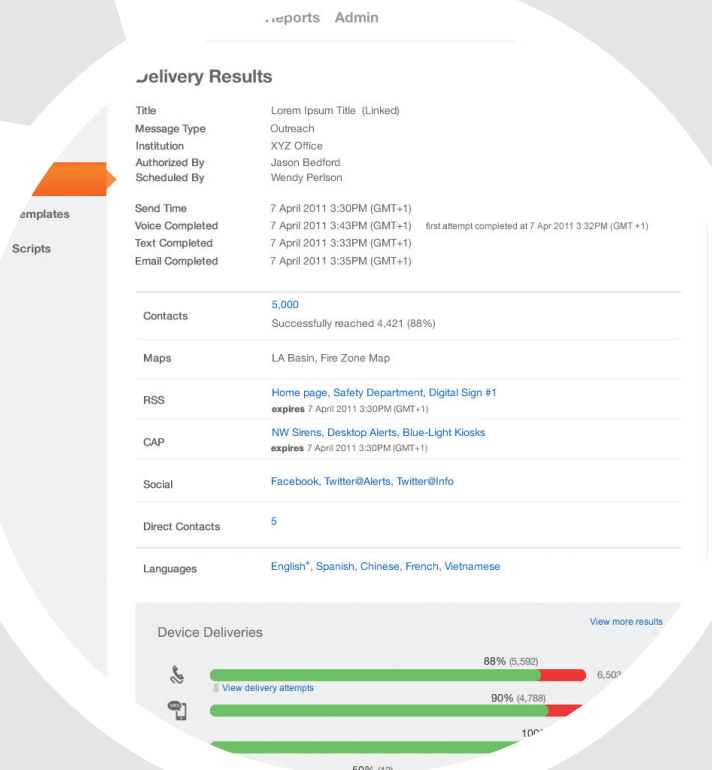
Blackboard Connect 5 includes an application for smartphones that allows you to create, schedule and send messages no matter where you are — right from your Apple® iPhone, iPad, iPod Touch or Android® device.



- 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.

— Arnie 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.

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