

Community Engagement Solution

Increase involvement and drive engagement with a streamlined communication solution.

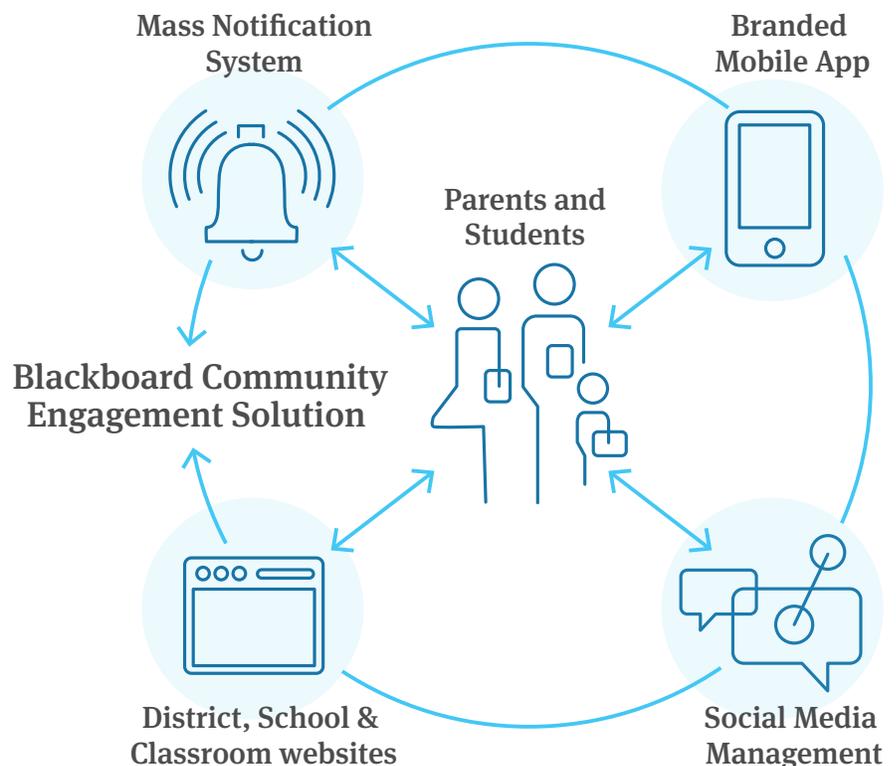
The Rise of Mobile

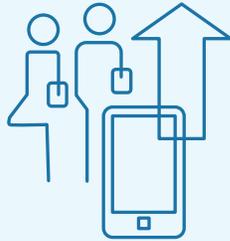
Transform the way you interact with your community and create a more effective culture of communication between your schools and the families they serve. Partner with Blackboard to go mobile and parents will have on-demand access to school information, right in the palms of their hands.



Best Practices for Parent Communication

- › Define a comprehensive strategy for voice and text communications.
- › Create a native mobile presence for your parents.
- › Foster a sense of brand unity with consistent web design elements.
- › Build your social presence to help you join community conversations.





Over **77%** of parents have a smartphone.¹

Mobile users spend **86%** of time on apps compared to mobile web.²

For more info visit:
<http://bit.ly/BbParentalEngagement>

Blackboard's Community Engagement Solution



Build your web presence

Simplify your web presence with a single platform for district, school and classroom websites that connects your entire community and extends your brand with consistent, award-winning design accessible from any device.



Keep your community informed

Send instant notifications to your learning community through voice, text, email, and push notifications delivered via the most reliable infrastructure in the business with 99.999% uptime.



Take your district mobile

Engage your parents anywhere, anytime with a beautiful mobile app customized for the unique needs of your district or school.



Manage all your social media, in one place

Grow your social presence safely and confidently with the first ever social media manager built specifically for K-12, accessible via a simple, intuitive web user interface.



1. Grunwald Associates LLC. (2013) *Living and Learning with Mobile Devices: What Parents Think About Mobile Devices for Early Childhood and K-12 Learning*.
2. Flurry Analytics (2014) *"Apps Solidify Leadership Six Years into the Mobile Revolution."*

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