Blackboard Connect was designed with K-12 school districts in mind. Connect’s advanced capabilities and industry-leading infrastructure will make it easier than ever to send customized and targeted messages that are relevant to your audience.

Get the message out fast

Whether you are sending a friendly note to your staff, or messaging the entire district, Connect provides one simple interface for setting up your notifications. You can create and manage your messages from start to finish in just seconds, 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 and social media. 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 Connect is easy to use, you’ll spend less time training and more time communicating.

Blackboard Connect Messaging Features

› Emergency notifications
› Personal outreach
› Daily attendance
› Phone surveys
› Web and email surveys
› Email delivery
› Two-way phone and email messaging
› Student messaging
› Data-driven outreach (lunch balance, grades, library books, and more)
› Automated data integration
› Facebook, Twitter and RSS integration
› Schedule recurring messages
› Deliver to your entire district in minutes
Send targeted and personalized messages

Give your audience communication options that fit their individual needs, and you’ll boost participation and satisfaction. With the Connect parent 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—on their device and in their language. And advanced mapping tools even let you reach an audience by outlining an area on a map, such as district zones, bus routes, or other geographic boundaries.

Blackboard Connect Customization Features

› Target messages to specific groups
› Automatic, query-based, and uploaded groups supported
› Target messages according to geography
› 60 language translations
› Geo-mapping and fencing
› Mode-selection for recipients
› Recipients can respond to messages directly

“Blackboard Connect 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

Rely on proven technology

No other system has the proven reliability of Connect. By leveraging our partnerships with multiple tier-one telecommunications providers, we can provide you with a reliable system ready to send thousands of voice, email, and text (SMS) messages every minute. No other system is as fast or as reliable as Connect, whether it’s a routine update or an emergency situation. No delays, no wondering.

Blackboard Connect Capacity

› 99.999% uptime
› Millions of voice, email, and SMS messages per hour
› Only 2% of system capacity utilized on a typical day
› Fully hosted service

1+ billion calls
sent during East Coast 2014 polar vortex

80+ million messages
sent during 2012 Hurricane Sandy
See how your schools and districts are using Connect

Connect’s reporting capabilities will enable you to see how the schools in your district are communicating with your community. With this level of transparency you can truly make educated decisions on whether or not your mass notification investments deliver true value.

Having highly advanced reporting capabilities provides more visibility, evaluation, goal-setting and responsibility. Reporting can go a long way toward creating a deeper understanding of communications initiatives.

Blackboard Connect Reporting Features

› Invalid contact information
› Delivery results
› Usage analysis
› Opt-out and preferences reports
› Message history reports
› Message trends

Have trusted advisors by your side

Understanding what all of this information means can be confusing, and the steps toward improvement aren't always clear, but we are here to help. Connect offers 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 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 online training sessions and seminars on key messaging topics.

Blackboard Connect Customer Support

› Free online training sessions
› Training mode for new users
› Dedicated customer success representative
› 95% customer service rating three years in a row
› Best practices and sample message content
› Anytime technical assistance
› Features and functionality guides
› Customer forums

“The thing that always brings us back to Blackboard is the customer service. Sometimes, you get what you pay for and Blackboard Connect is worth it.”

Zac Rantz, Director of Communications,
Nixa Public Schools
Connect with your community from your mobile device

Connect 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.

**Blackboard Connect Mobile Features**

- Mobile sender app for iOS and Android
- Target messages to recipient groups on the app
- Send Facebook, Twitter and RSS updates
- Parent, student and staff directory
- Message tracking report

Get expert strategic communications advice

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.

**Customer Support Along the Way**

- Assistance with the launch of your mass notification system
- Access to customer stories and best practices
- On-call support for crisis communication

“Wealth of stakeholders expected immediate communication during times of crisis, so we knew we needed to update our approach. I can’t imagine how we would have handled the weather situation last year had it not been for Blackboard Connect.”

Cindy Warner, Community Ed/Public Relations, Shelby County Schools