Blackboard Connect 5

Connect with confidence.™

IMPROVE SAFETY. ENGAGE CONSTITUENTS. CLOSE FISCAL GAPS.

Blackboard Connect 5 will transform your communications, increasing your effectiveness both for emergency notifications and community outreach. Create and send messages faster than ever, and take more confidence in the relevance of your message. There's never been an easier way to help keep your community safe and informed.

Create, schedule, send, and track messages with Blackboard Connect 5. With the power to reach thousands in minutes, it's the proven way to keep your community informed, involved and prepared.

Blackboard Connect helps you:

Keep citizens safe, prepared and informed. In an emergency, every second counts, and communication is a key component of any crisis response plan. Blackboard Connect 5 ensures you can reach thousands — or hundreds of thousands — in minutes with critical messages.

Engage Constituents. Personalized, one-on-one communication strengthens community relationships. Use Blackboard Connect 5 to keep stakeholders engaged and connected with a variety of messages, from town hall meeting notices to public health and voting reminders. Regular, targeted communication helps keep your community trained and your staff better prepared to interact during unplanned events too.

Maximize efficiencies — and close fiscal gaps. Reduce the time and money it takes to connect with thousands of community members and staff. Blackboard Connect 5 helps save resources by eliminating the need for costly mailings or inefficient phone trees. Cities and counties around the country also use Blackboard Connect to generate revenue, collecting unpaid tickets, utility bills and licensing fees.

> *Using Blackboard Connect, we were able to reach out to specific regions and be very efficient about the whole evacuation process. We couldn't have lived without the service during that incident."*
>
> Jeff Suggs,
> *Emergency Management Director, La Porte, Texas*

Take control of your message before others do. Being perceived as a primary source of information is important to maintaining leadership. Blackboard Connect 5 can be used to keep community members informed of the facts to mitigate the effects of mass media and rumor mills.

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> *Residents compliment the department and say how great it was getting the messages. I had a lady drop off a note the other day to thank us for the phone calls she received during the storm. She said she'd never experienced such thoughtfulness from a town.*
>
> Kevin Mooney,
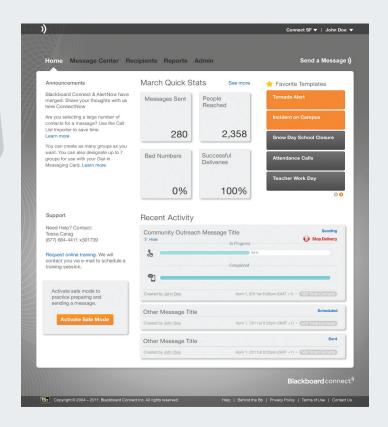> *Chief of Police, Lincoln, Massachusetts*

Click less, communicate more with Blackboard Connect 5.

- **Send messages faster.** The clean, intuitive interface in Blackboard Connect 5 is simple to use. You can send messages in as little as two clicks, thanks to a streamlined message workflow and pre-set scenario templates.

- **Create a personalized experience.** The customizable Connect 5 portal helps you increase registration and deliver a more relevant experience for your community.

- **Reach the right audience with the right information.** Sophisticated — yet easy to use — targeting and geo-mapping tools ensure you connect with your recipients in a more relevant way.

- **See results in real time.** Up-to-the-minute reporting tools give you real-time statistics about message delivery status.

- **Send messages from anywhere.** Blackboard Connect 5 can send messages from your computer, your landline connection, even your Apple® iPhone®.

Blackboard Connect 5 is:

Reliable: Blackboard Connect has partnerships with multiple tier-one telecommunications providers, supporting a redundant, no-single-point-of-failure system. Multiple data storage facilities ensure data is always backed up, and multimodal capabilities help reach people no matter where they are.

Supported: Blackboard Connect client care delivers more than 24/7 service. We assign you a personal representative who will go above and beyond by delivering communications counsel and best practices. We can even send a message on your behalf when you can't.

Tested: We have over a decade of experience in sending billions of time-sensitive notifications. In 2010, the Blackboard Connect platform delivered over 600 million voice messages, more than 190 million email messages, and over 7 million text messages.

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