By implementing Blackboard Mass Notifications, Marion County was able to increase attendance by 20%.

Blackboard Mass Notifications are designed with K-12 school districts in mind. Mass Notifications 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, Blackboard Mass Notifications 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.

Our user-friendly interface lets you create your message once and publish it everywhere—to phones, emails, text messages, RSS feeds, social media, and even update your website! 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 the system is so easy to use, you’ll spend less time training and more time communicating.

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 Blackboard Mass Notifications 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.
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

Rely on proven technology

Blackboard Mass Notifications gives you unparalleled reliability. 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 Blackboard, whether it’s a routine update or an emergency situation. No delays, no wondering.

Messaging capacity

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

See how your schools and districts are using Mass Notifications

Blackboard’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.

Reporting features

• Invalid contact information
• Opt-out and preferences reports
• Delivery results
• Message history reports
• Usage analysis
• 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. Blackboard 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.

Customer support

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

1+ billion calls sent during East Coast 2014 polar vortex
80+ million messages sent during 2012 Hurricane Sandy

“Blackboard Mass Notifications 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

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

Zac Rantz
Director of Communications,
Nixa Public Schools

Blackboard
Connect with your community from your mobile device

Blackboard Mass Notifications 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.

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

Blackboard Mass Notifications 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

“
Our 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 Mass Notifications.”

Cindy Warner
Community Ed/Public Relations, Shelby County Schools