Integrated communication tools create a better environment for students

Consistent, relevant communication is vital for everyone involved in helping students succeed. That includes parents, community members, teachers, school and district staff, and of course, the student. By consolidating all the information stakeholders need into the channels they already use, you’ll create a culture of information sharing that benefits educational excellence.

Build an optimized communications strategy

**Strengthen your brand**
Provide web access to general information and student data in a branded website your community will love to visit.

**C.O.P.E.**
Create Once, Publish Everywhere means telling your story across voice, text, email, social media, mobile app, and your website, all in a single push.

**Provide mobile access**
From news and calendars to detailed student data, bring all district, school, and student information into a branded mobile app for parents.

**Post, interact, and respond on social**
Find conversations, interact with your community, and gain insight into every social account you have, all in one place.

**Connect classrooms to home**
Teachers can communicate in a safe environment, parents see all child updates in one place, administration gets oversight into messages.

“I love that the products I use most are from Blackboard. It makes it so simple for me to communicate with parents on a daily basis.”

Lana Snodgrass
Director of Communications and Community Relations at West Plains Schools (MO)
The Blackboard Community Engagement Solution

Telling your story is more effective when your communication tools are designed to work together to simplify your work, expand your reach, and share personalized student information with parents.

Discover what our Community Engagement Solution can bring to your school or district

Show me details