



# Blackboard Digital Mass Notifications

## Parent notification preferences



## Blackboard Digital Mass Notifications enables you to send messages to:

- SMS
- Email
- Mobile app
- Social media
- Website announcement
- Website pop-up alert
- Phone (only during emergencies)

Blackboard Digital Mass Notifications takes into account the evolution of parent preferences. Today's parents and community members rely on more digital forms of communication rather than the traditional phone call. Currently 45% of all messages sent by districts are phone calls, 44% are email and 11% are text messages. This breakdown doesn't match with parent preferences.

## Send targeted and personalized messages

Give your audience communication options that fit their individual needs so you can boost participation and satisfaction. Blackboard Digital Mass Notifications allows you to customize every communication to fit the needs of your audiences by:

- Targeting messages to specific groups and geographies
- Enabling recipients to select their communication channel of preference
- Creating automatic, query-based, and uploaded groups
- Allowing recipients to respond directly to messages
- Accessing over 60 different language translations

## Analyze and track your sent messages

Measure the success of your sent messages and manage your contacts by viewing your reporting dashboard, which gives you access to the following information:

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

## Rely on a trusted mass communication system

Communicate with confidence knowing that your messages are being successfully delivered to your district families, students, and staff. Blackboard Digital Mass Notifications delivers:

- 99.99% reliability
- The capacity to send 3.2 million SMS per hour, 1.8 million emails per hour, and 3.6 million 60-second voice messages per hour

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