



Optimize your mobile engagement

Real reviews for parents that use the mobile app...

“*Very informative for this winter weather*”

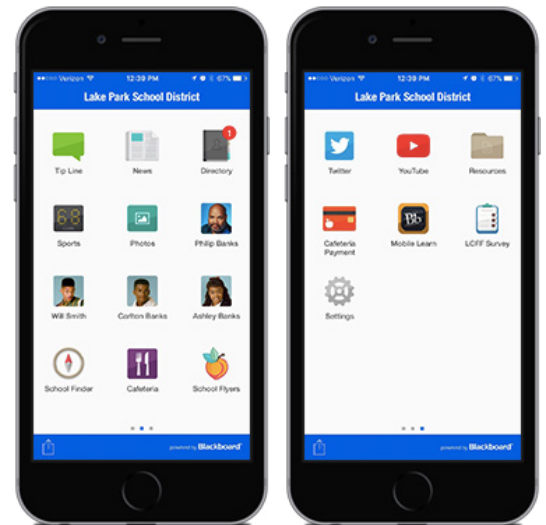
Parent from Forth Worth ISD (TX)

“*Finally, something that helps me keep up with all my kids' activities at different levels - everything together like calendars, lunch menus, and the lunch \$ pay button. <3 this app.*”

Parent at Clay County Schools (FL)

Build relationships, share your story

With nearly 80% of parents having access to a smartphone today, mobile needs to be a priority in any communications strategy. When you go mobile, you are empowering your families to get involved and engage with students and schools in the way they prefer, from the device of their choice.



Why Blackboard Integrated Mobile Communications App?

Integrate seamlessly with third party providers.

By using the Integrated Mobile Communications App you'll have access to dozens of third party integrations including SchoolPay, PeachJar, BusBoss, and more. We're constantly increasing our number of integrations to enable you to get the most out of all your technology investments.

Access to student information systems.

Our relationships with SIS providers improves the integration flow of data between the app and the SIS, creating greater parent engagement.

Enable deeper user customization.

The integrated app offers a personalized experience for its users by providing a platform for easy access to student-specific information such as grades, assignments, updates, lunch balances, and much more.



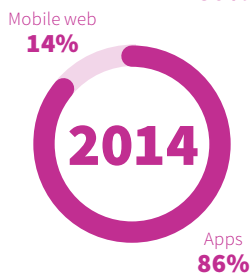
Winner of the 2015 District Administrator Reader's Choice award

Blackboard Mobile Communications App is the proud recipient of the Reader's Choice award. This prestigious award is given to only the best K-12 products and services, as selected by District Administrator readers from across the country.

Why are apps important?

Apps continue to dominate the mobile web

Percentage of time spent



Source: Flurry Analytics

Go beyond the basics of:

- News and Calendars
- Notifications
- Social Media
- Integrated Tipline
- Stream
- Directories

And, adopt an app that will enable you to:

Enhance the parent experience

Student specific alerts

Give your parents the information that they need in order to be proactive with alerts on attendance, assignments, grades and more.

Academics, on-demand

View current, completed and upcoming student classes, grades, assignments and tests anywhere, anytime!

Balances, menus & schedules

See cafeteria and library balances, and even send automatic balance reminders! Lunch menus, bus schedules and more are also easily accessible through the app.

Integrates with all your communication tools

Websites

Provide easy access directly through the app to important pages and websites.

Notifications

Communicate with your entire community or targeted individuals using app notifications.

Social media management

Provide parents with access to your social media streams directly in Integrated Mobile Communications App.

Easy to manage

Using a simple web interface tool you can manage and update your mobile app in minutes. Making changes to your app content is as simple as dragging and dropping. The Integrated Mobile Communications App management interface also makes it easy to see how well your app has been received, and what areas of the app are used the most.



Learn more about the **Integrated Mobile Communications App** today!

Blackboard.com/K12

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