



Optimize and target your district outreach



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



“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 Mass Notifications allow your district to confidently and quickly reach your audiences through all your communication channels. Whether sending emergency information, daily activity updates, or student specific data, your messages will be easy to send, monitor, and track.

Get your messages out fast

Our intuitive interface lets you create a message once and publish it across all your communication channels, including phone, email, text, social media, mobile app, website announcement, and website pop-up alert. You can customize messages, schedule urgent or routine announcements, and have an instant view of who received your communication and when—all on the same screen.

Messaging features

- Emergency notifications
- Daily attendance
- Phone, web, and email surveys
- Two-way phone and email messaging
- Data-driven outreach (lunch and library balances, grades, and more)
- Automated data integration with Facebook, Twitter, and RSS
- Recurring message scheduling

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

- Send to automated, query-based, and custom uploaded groups
- Target messages according to geography
- Translate your messages to 60 different languages
- Allow recipients to set delivery preferences
- Give recipients the ability to respond to messages directly



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

1+ billion
calls sent during
2014 polar vortex

80+ million
messages sent during 2012
Hurricane Sandy



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

Rely on proven technology

Reliability is a crucial part of an effective mass notifications system. We leverage our partnerships with multiple tier-one telecommunications providers to give you peace of mind, knowing every message will be promptly delivered.

Messaging capacity

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

Track usage at district and school levels

Use our advanced reporting capabilities to monitor the effectiveness of your communication initiatives. Discover how your schools are interacting with their audiences, and view the trends to see what's working and what can be improved upon.

Reporting features

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

Have trusted advisors by your side

Your success is in the right hands. Our customer care team delivers 24/7/365 service to help with technical issues, system integrations, crisis communications, and public relations advice. Plus, we offer hands-on, interactive training so your entire team will know how to create, send, and monitor your notifications.

Customer support

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

Send messages on smartphones and tablets

Blackboard Mass Notifications includes an application for smartphones and tablets 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
- Parent, student and staff directory
- Message tracking report

Blackboard.com/K12

Copyright © 2016. Blackboard Inc. All rights reserved. Blackboard, the Blackboard logo, Blackboard Web Community Manager, Blackboard Mobile Communications App, Blackboard Mass Notifications, Blackboard Social Media Manager, Blackboard Collaborate are trademarks or registered trademarks of Blackboard Inc. or its subsidiaries in the United States and/or other countries. Blackboard products and services may be covered by one or more of the following U.S. Patents: 8,265,968, 7,493,396; 7,558,853; 6,816,878; 8,150,925