

Blackboard connect™



Control de emergencias a través de la comunicación



Blackboard

Reaching students today is different



4 Billion SMS-enabled users worldwide

5.6 Trillion text messages worldwide



86% of people in Latin America have a mobile device

68% of Latin Americans use SMS at least weekly



200 Billion + SMS sent over carriers in Latin America in 2008

Facebook, Google and YouTube top destinations for mobile web



THE WORLD IS GOING MOBILE...

...LATIN AMERICA IS AS WELL...

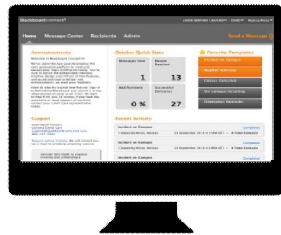
...AND SMS AND SOCIAL ARE THE KILLER APPS

Blackboard connect⁾⁾

Sources: University of Sheffield, Nielsen, Forrester and Gartner



Connect Product Overview



In just a few clicks...

...send a notification to your community...

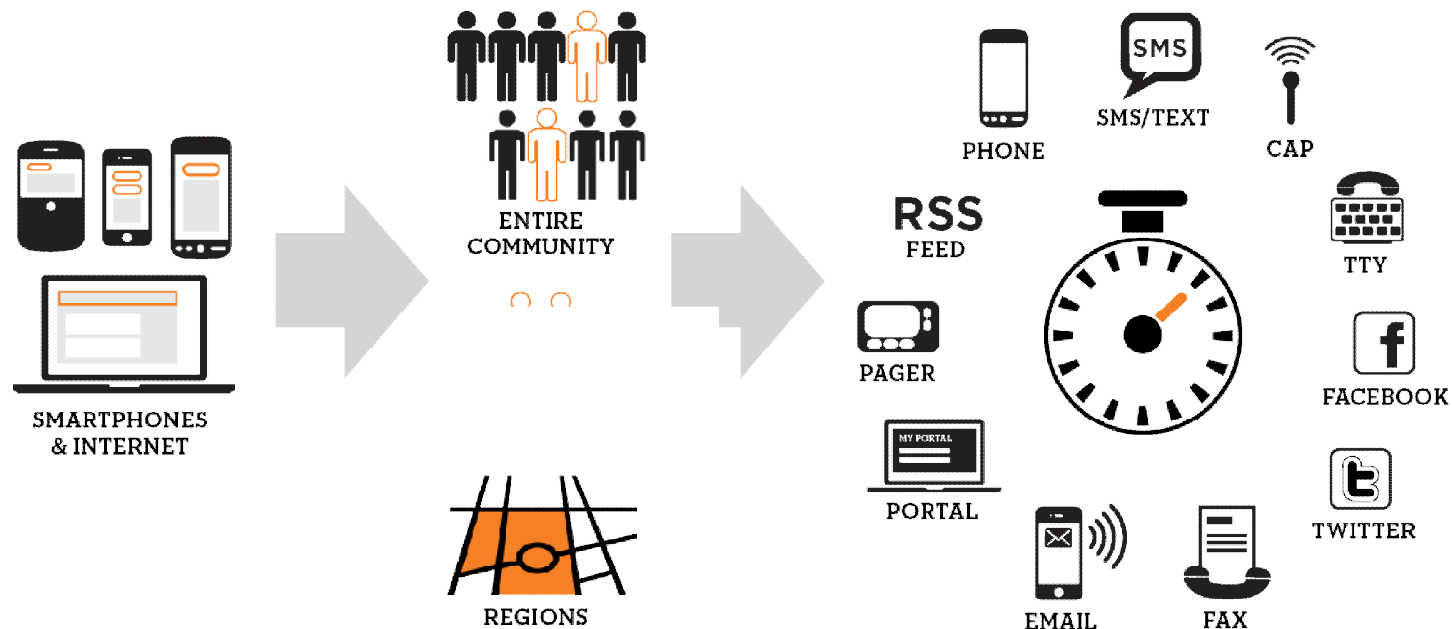
...and Connect with confidence™

Blackboard Connect 5
Enterprise-level multimodal messaging platform

Connect for Learn
Instructor – Student messaging direct from the Learn interface



REACH THOUSANDS IN MINUTES



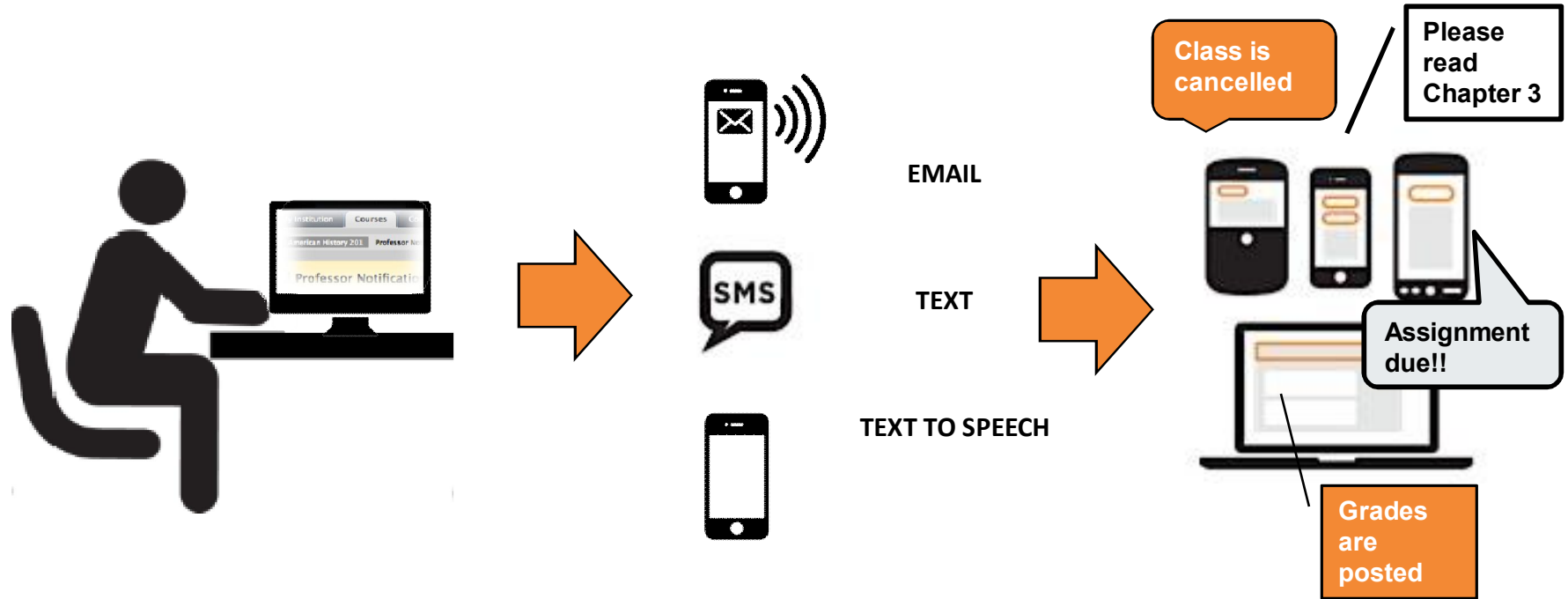
SEND A MESSAGE TO YOUR COMMUNITY IN JUST A FEW CLICKS.

Blackboard connect



Blackboard Connect for Learn

Promote instructor-to-student communication



Why Blackboard Connect?

Key Capabilities



SEND MESSAGES FASTER

STREAMLINED UI, PRE-SCRIPTED TEMPLATES



SEND MESSAGES FROM ANYWHERE

SAAS APPLICATION, SMARTPHONE APP, LANDLINE DIAL-IN



MATCH THE RIGHT AUDIENCE AND MESSAGE

GROUPS, FILTERS, TRANSLATIONS AND GEO-MAPPING



CREATE A MORE CUSTOMIZED EXPERIENCE

CONNECT ACCESS PORTAL, SURVEYS



SEE RESULTS IN REAL TIME

REAL-TIME REPORTING



INTEGRATE WITH 3RD PARTY APPLICATIONS

WEB SERVICES APIS, CONNECT FOR LEARN



RELIABLE SPEED AND CAPACITY

1 BILLION MESSAGE SENT IN 2011, CALL THROTTLING



TRUST A SECURE, PROVEN APPLICATION

REDUNDANT FACILITIES, FOUNDSTONE AAA CERTIFIED



The right mix of technology



- The right infrastructure....
 - Delivered 800 million+ messages in 2010 and **1 billion+ in 2011**
 - Capacity to deliver 3.2M voice calls and 1.8M SMS every hour
 - Uptime of 99.99%
- ... to deliver messages around the world.
 - Telco relationships to reach many countries
 - Translations in 15 languages
 - Internationalization big priority in 2012



Information/Data



- We have deep insights into the messaging preferences of college students: modes, message lengths, delivery times and content
- Our Connect Access Portal helps you build an even more robust contact database
- We integrate with many Blackboard platforms and hundreds of database systems



Access to proven practices



- Communication is core to the student as active consumer model
- At every stage of the student lifecycle we have proven case studies of strategies that engage
 - Marketing and Enrollment campaigns
 - Retention strategies for at-risk students
 - Teaching and learning tools for instructors
 - Student Involvement and Campus Life
 - Alumni communication





Universidad InterAmericana

- ▶ 44,000 + FTE
- ▶ 12 Campus Locations
- ▶ San German, Puerto Rico

Desafío: Compromiso estudiantil

- Con un volumen estudiantil significativo, el Presidente necesitaba un mecanismo de comunicación con los estudiantes sobre las actividades del campus
- Como se acercaba la temporada de huracanes, la institución necesitaba una solución confiable que notificara a sus estudiantes, personal y profesores

Solución: Blackboard Connect

- Envío de información relevante de forma periódica a los estudiantes.
- En el aviso de huracanes, la escuela ahora puede llegar efectivamente a todos los que tienen información importante

"Ahora somos capaces de avisar al instante a los estudiantes y administrativos sobre noticias urgentes como cierre del campus. Además, podemos promover nuevos cursos, actividades en el campus, fechas de registro para asegurar el éxito académico."

**Manuel J. Fernós,
Presidente de Universidad InterAmericana**





Cuba
Haiti
Jamaica

Belize
Honduras
Guatemala
El Salvador
Nicaragua
Panama
Costa Rica

Venezuela
Guyana
Suriname
French Guiana
Colombia
Ecuador

Peru
Bolivia

Chile
Paraguay

Argentina
Uruguay



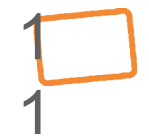
UNIVERSIDAD POLITÉCNICA DE SAN LUIS POTOSÍ



UNIVERSIDAD Regiomontana



UNIVERSIDAD IBEROAMERICANA CIUDAD DE MÉXICO



Gracias



Appendix: Product Overview



Message Type: Emergency

Title: Incident on Campus

To: West Campus x

Select Map Area...

Recipients: English (4)

Add Languages

Deliveries

4 4 4 0 0

CallerId: JASON BEDFORD UNIVERSITY 818-555-1212

Delivery Options: TTY

Text to Speech

This is a message from Campus Police. Today at 11 pm an armed man was sighted on campus near the West Quad. He is believed to have left the area. The man was tall with dark hair and a black hat. Please take precautions when walking on campus. If you have information about this incident please contact Campus Police at (999)-999-9999.

approx. time: 0:20

Copy from Mode | Insert Variable | Insert Saved Script

Save Script | Translate

Add Audio (2 / 2) | Add Text (2 / 2)

When: Now Later

[No Dates Selected. Please add a date.]

Select a date - 8/30/2011 7:00 PM then click here to add

**STREAMLINED MESSAGE
WORKFLOW GETS
THE MESSAGE
OUT FASTER**



Device Deliveries

[View more results](#)



[View delivery attempts](#)

[Select all](#)

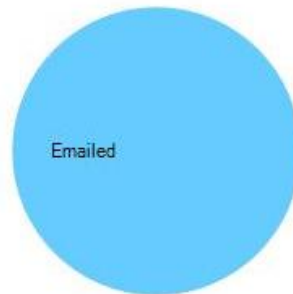
- Voice
- Hangup 1
- Live Delivery 6
- Answering Machine 4



- Text
- Sent 11



- Email
- Emailed 10



REAL-TIME REPORTS HELP YOU MONITOR DELIVERY STATUS



Export





iPHONE APP ALLOWS YOU TO
CREATE AND SEND
YOUR MESSAGES
REMOTELY





Current Notification Setting: American History 201

Current notification settings for this course are displayed below. Change settings by selecting or clearing boxes adjacent to each type of notification. Higher priority notifications should be selected.

1. Notification Destination

- Email
- Mobile
- SMS messages
- Text-to-voice messages

2. Settings

On/Off

3. Submit

2. Compose Message

* Subject:

Class is cancelled today

Select your desired delivery option(s) using the check boxes, then type your message.

Via Email

From: Professor Jacobs
Email: c@blackboard.com

Class is cancelled today. Download the homework for next week.

abc ✓

Class is cancelled today. Download the homework for next week.

85/130 Characters

abc ✓

Via Phone (Text to Voice)

Hello, this is a message from Professor Jacobs.
Class is cancelled today. Download the homework for next week.

**IMPROVE TEACHING AND
LEARNING WITH TEXT AND
VOICE MESSAGES FROM
CONNECT FOR LEARN**

Safety and Security





Cada día, miles de instituciones y millones de personas utilizan las soluciones de Blackboard para enriquecer la experiencia educativa.





Necesidad de un sistema de seguridad para las instituciones

- ✓ MANTENER A LOS ESTUDIANTES Y/O EMPLEADOS INFORMADOS
- ✓ CONTINUIDAD OPERATIVA DEL CAMPUS
- ✓ PREPARARSE PARA RESPONDER A LO INESPERADO
- ✓ MANTENER VISIBILIDAD Y LA CONFIANZA

Continuidad Empresarial

- **Varios modos Ilimitado**
- **Modo a prueba de emergencias**
- **Fallas eléctricas y evacuaciones**
- **Interfaz de programación para la configuración mensajes**
- **Comunicación remota**



Blackboard Connect

- Comunicar y localizar a toda la comunidad para asegurar el bienestar, activar alerta y extremar precauciones
- Componente clave para la estrategia de seguridad en el campus
- Mantener el registro de las llamadas enviadas y recibidas
- Multi-modal



Las instituciones utilizan Blackboard Connect

PROTECCIÓN Y SEGURIDAD:

AMENAZAS DE BOMBA – ALERTAS DE EVACUACIÓN

ALERTAS Y NOTIFICACIONES DE CRIMEN – ROBO, ASALTO, ACOSO

EDIFICIOS CERRADOS – PROTESTAS ESTUDIANTILES

EVACUACIÓN DE EDIFICIOS – ALERTA DE HUMO O INCENDIO

REPORTE DE PERSONAS PERDIDAS – ALERTAS

FALLAS DE ENERGÍA

CAMPUS CERRADOS – CONDICIONES AMBIENTALES

SALUD PÚBLICA – H1N1

CANCELACIÓN DE CLASES

PERSONAS SOSPECHOSAS – ALERTAS

INCIDENTES ARMADOS – ALERTAS

INSPECCIÓN Y EVACUACIÓN DE EDIFICIOS – POST-SISMO

