



Automated Parent Notification Functionality Unique to BrightArrow

BrightArrow Technologies has been providing solutions to K-12 institutions for nearly 20 years. Still owned and operated by the same visionaries who founded the company, BrightArrow continues to innovate and satisfy the needs of discriminating and demanding schools and districts across North America. The company's philosophy is to provide a solution that adapts to the needs of your district, not force you to alter or change standard operating procedures to adapt to the notification system.

Leading notification services offer extensive feature sets. BrightArrow provides the features available in the most expensive systems, but also delivers unique benefits and features that are often not in many of the other mainstream choices. This document describes some of those unique advantages.

Company Information

Financial Trend: BrightArrow is the only major K-12 notification provider that has achieved year-to-year growth in both income and profit.

Original Founders and Visionaries: BrightArrow is also the only major K-12 notification provider that is still owned and operated by its original founders and visionaries -- a fact that offers schools/districts stability in product operation, support, and ongoing feature growth. Contrast that to other vendors whose product expansion is stagnated by transferring from one company to another, causing those products to move into "maintenance mode" with programmers unfamiliar with the underlying software instead of BrightArrow's proactive fast-growing adaptation to new requirements.

K-12 Communications is BrightArrow's Specialty: The company leverages its vast knowledge of K-12 databases and integration with modern communications technologies and software development techniques. The result is a solution where the database integration is seamless, the feature set is deep, and with an interface that is intuitive to use and accessible to computer users of all levels.

Geographically Dispersed Data Centers: BrightArrow's platform was designed from the start to be a highly reliable, secure and efficient method for delivering mass notifications. The foundation of its robust infrastructure is geographically dispersed data centers. These data centers span multiple time zones so that delivery of your notifications will not be disrupted by a single point of failure.

Here are the specifics of our infrastructure:

- Geographically dispersed Data Centers
 - SAS 70 Type II certified
 - N+1 Redundant UPS
 - 99.99% up time in the last 12 months
- Telephony and connectivity capacity is set to 300% of peak usage and 10,000% of average utilization
 - Congestion management
 - Multiple Tier 1 SIP-based voice connections directly to the core of the phone network
 - Software designed with a vast array of software self-checks and auto-failover algorithms to redundant servers
- Data is encrypted with 256-bit encryption SSL connections
- Uses hardware and software firewalls and is protected against application-level attacks and denial of service

Embedded Seamlessly into PowerSchool: One of BrightArrow's core competencies is database integration. Over the nearly 20 years of servicing K-12 institutions we have integrated with a variety of Student Information Systems. BrightArrow operates entirely and seamlessly into the PowerSchool pages for tight and thorough integration for effective communication.

FCC TCPA Compliance: Some of the other notification systems are heavily marketing FCC TCPA compliance features they have added recently. All along, BrightArrow has had the richest and most adaptable set of compliance tools and features, and the BrightArrow FCC opt-in and opt-out options are very customizable to the needs of your school or district.

24x7x365 Support: The use of a notification system is often marked by an event that requires urgent action. It is comforting to know that in those moments when you might need support, BrightArrow's highly trained engineers are a phone call away; and 90% of the time they are reachable on your first call. Some other vendors feel that a 1 hour turn-around for your support calls is adequate, we do not!

Webinar Training: BrightArrow provides live, over the internet, training for you and your staff. The training is delivered after your system has been integrated, which allows you to use the system with your live data for maximum effectiveness. We can provide "train the trainers" classes as well as follow-up training for new employees. Give us 48 hours, and we can arrange a refresher class for new hires, or those that want to brush up. All webinar based training is provided free of charge.

Integrated Administration Facing Mobile App: BrightArrow provides a free downloadable app for Android and iOS devices which allows authorized users to create and send notifications to your school/district lists. The app can be downloaded from either the Apple or Google Play app stores.

General Features

BrightArrow provides the functionality available in other systems, but expands on them in a number of ways. Here are some of the features that are unique to BrightArrow:

Number of User Licenses: BrightArrow Technologies licenses its product on the number of message recipients, not the number of users. You can have an unlimited number of authorized users operating the BrightArrow system, including: School Administrators, Teachers and Coaches. Many other vendors limit who in the district can use the system, or charge extra for users beyond their base offering.

Maximum Phone Numbers per Student/Staff: The system supports an unlimited number of phone numbers and emails per student or staff member; many other vendors limit you to six. With extended families, home phone and mobile devices, it is likely that you will sometimes need greater than six.

Anti-Bullying Hotline: BrightArrow is the only notification system to offer an Anti-Bullying Hotline as part of its notification service, at no additional cost. We will source a local phone number for your district. That number can be distributed to students, parents and teachers who can text or call that number to report acts of bullying. Unless designated as “anonymous,” any response to that message by your emergency response team will be delivered to the original sender as well as the other emergency response team members. This feature can also be used for other purposes, such as a “Tip Line” or “Attendance Hotline.”

Single Sign-On: BrightArrow offers single sign-on (SSO) integration within a variety of platforms, including Google, Blackbaud ON, PowerSchool, and many more. This way your access is secure, but you do not need to keep logging into yet another system.

LDAP Integration: BrightArrow can include automated account management and authentication via ADFS and LDAP, included in the price of the system. BrightArrow Technologies has successfully integrated with a variety of the different auto-authentication methods, which includes different variations of Active Directory and LDAP, including ADFS.

Preconfigured Lists/Messages: BrightArrow’s unique “List” architecture combines Lists, Messages and Settings into a single object. The feature allows you to preconfigure a list, message (voice, text, email, social media post, app push notification), and any special delivery settings. This is ideal for Emergency School Lockdown messages, freeing your staff to attend to other important duties: Three clicks and your message is delivered.

Importing Lists / Intelligent Importing: BrightArrow provides the capability to import data from outside your student information system into lists that can be utilized for notifications. The company supports .xls, .xlsx, or .csv files. Unique to BrightArrow is the ability to auto-detect the field types based on their content and assign the values to the appropriate contact fields. In addition, it includes an override capability for ambiguous data fields for which you can manually identify the field types.

Strong Language Support: BrightArrow supports language translation for text based messages for up to 100 languages as well as generation of Text-to-Speech audio for up to 20 languages for voice

messages. The closest competitor is 66 text languages and only 15 Text-to-Speech translations. BrightArrow also provides easy options for previewing and adjusting the translated voice.

Blocked Times: BrightArrow provides functionality to block inadvertent delivery of messages during designated night times, functionality that can be configured district-wide or for individual schools.

Hearing Impaired Messages: BrightArrow can use fields within an SIS to determine if a student or parent is hearing impaired to automatically send text messages instead of voice calls.

Additional Per-Usage Accounts: BrightArrow offers the ability to add an additional account so schools can reach out to alumni, community, donors, or bond/levy voters. Schools can buy a block of minutes to send notifications to outside contacts, utilizing special education discounts.

Change Password upon First Use: BrightArrow provides non-LDAP districts an option to set an initial default password that must be updated by the user upon first usage.

Texting Survey feature: In addition to voice survey functionality, BrightArrow offers the ability to launch text-based surveys and collect and tabulate the results in a report.

Create Message on One Page: When creating your message, you no longer have to navigate through many pages. Your BrightArrow message can be created and launched all from one page, even if the wording varies for email, voice call and text message.

FCC Compliance Tools

FCC defines rules that define the circumstances by which voice calls, text messages, and emails may be sent. BrightArrow provides the most comprehensive set of tools to assist schools/districts in complying with FCC TCPA regulations.

FCC TCPA Texting-Specific Options:

Default opt-in/opt-out choices available:

- 1) Opt-In:** The first text sent to a given number is followed by a second text allowing the recipient to opt-In to receive future texts. This is the most conservative approach because it requires an explicit opt-in by the parent. Note: This is the ONLY option offered by some notification systems, but it is one of several options offered by BrightArrow.
- 2) Opt-Out:** Because parents have provided their phone number to the school and district, and because the FCC explicitly identifies the rules for texting and voice calls as being the same, most districts utilize text messages and voice calls the same and send texts to phones that parents have provided, with an easy option for the parent to opt-out by sending "STOP." The instruction to opt-out can be included at the end of each text message.
- 3) Only Emergency Notifications until Opt-in:** Everyone is enabled to receive emergency notifications from the school/district and must opt-in to receive informational notifications.

Opt-out Keywords: BrightArrow supports an extensive number of keywords to facilitate the opt-out requests. Other companies require that the recipient know certain account codes or limit the opt-out

command to only one word. The bottom line is that when somebody wants to opt-out of a text message, they won't always "follow the rules of syntax," but it remains the responsibility of the school or district to honor that request. The request to opt-out is more likely to be recognized by BrightArrow than any other notification system.

Opt-out Requests to Administrator: Requests for opt-in or opt-out are forwarded to the school administrator. This is particularly important in cases where the opt-out request is unclear and provides the administrator an opportunity to respond accordingly and ensure compliance with the FCC TCPA regulations.

FCC TCPA Voice-Specific Options

Opt-Out Toll-Free Number: BrightArrow can provide either a toll-free or local number to facilitate opting-out of voice calls. In addition, BrightArrow offers the unique ability to forward the recipient's explanation for opting-out to the school or district administrator, an important step to help ensure that any erroneous entries in the Student Information System can be identified and corrected accordingly.

Opt-in/Opt-out via Parent Portal: BrightArrow provides the ability for parents to opt-in and opt-out of text and voice calls from the parent portal.

District Control of which Staff Can Identify a Message as Emergency: FCC TCPA allows emergency and attendance calls to be sent all parents, but informational calls can only be sent to those who have agreed to receive such calls. The district can control which personnel have the option of designating a message as emergency to help protect against incorrect interpretation of that designation.

FCC CAN-SPAM Email Options

Unsubscribe: Although it may not be explicitly required for school-to-parent communications unless the communication is regarding finance or commerce, BrightArrow does include an option for schools to provide an Unsubscribe link at the bottom of its emails.

Attendance Options

As with most major notification systems, BrightArrow provides a comprehensive set of daily attendance reporting features. Attendance can be reported via voice call, text or email. BrightArrow also includes its expanded ability to provide periods missed and class names. Unique to BrightArrow is its ability to track, calculate and report certain attendance requirements. For example, if a student misses X number of classes in a specified grading period, BrightArrow can deliver a special message (voice, text, email) identifying that condition as well as the option of producing an attendance summation letter for printing, signing and mailing when attendance totals exceed a specific number.

Email Specific Options

Attachments: BrightArrow supports an unmatched level of attachment support. It offers the ability to send an unlimited number of true attachments as well as an unlimited number of linked attachments,

where a linked attachment can be up to 10MB apiece. BrightArrow will automatically create a linked attachment to maximize delivery results.

HTML Templates: For no additional charge BrightArrow Technologies will create an unlimited number of HTML Templates. Templates can include letterhead or document forms.

Emailing Reports (Report Cards): If available from your Student Information System, BrightArrow can email system generated reports such as report cards, progress reports, bus schedules, class schedules or fee balances. This feature is available at no additional charge.

District-wide Message Prefix/Suffix: Standard email information can be included automatically at the top and/or bottom of all emails sent from BrightArrow, regardless of the template used, for purposes such as unsubscribe instructions, legal disclaimers, or other district-wide communication standards.

Replacement Values: BrightArrow supports the ability to insert variable data values into the body of the email as well as in the subject line of an email. One can use this feature to insert data such as dates, first names, last names, teachers, bus routes, and any other SIS field into the emails to customize communications on a per student basis.

Voice Call Specific Options

Record Outgoing Message: Where other systems offer one or the other, the BrightArrow system offers both common methods of recording your voice for an outgoing notification:

- 1. The System Calls You:** You enter a number for the system to call you; you may even enter an extension. When you answer the call, the system prompts you to record, review, save or re-record your notification message. The system remembers the last phone number you entered to record a message so doing subsequent recordings requires no typing – just one click.
- 2. You Dial the System:** When you select this option, the system will provide you with two toll-free numbers to choose from as well as a PIN and password. Upon successfully logging in, you will be prompted through the process of recording your message.

Short Voice Messages: BrightArrow will allow you to leave short messages as well as messages up to two minutes in length. Some other systems will fail at sending messages that are too short; for those systems you won't know until your parents complain.

Contingent phone selection: BrightArrow offers a unique outbound calling strategy for delivering voice notifications. When this option is selected, the system will try the first number associated with a student; if it is able to deliver the message to a live recipient or leave a voice message, then the delivery for that student is complete, otherwise it will try subsequent numbers until delivered.

Toll-Free Caller ID: BrightArrow offers a toll-free number that can be used as the school/districts outbound Caller ID. If a parent dials back that number, they will hear the last message delivered by the school/district. If there were several messages delivered, the system will replay all messages delivered over a 24-hour period, with the most recent first.

Custom Number for Attendance Calls: Not only can attendance calls show a Caller ID for specific attendance office number(s), but special phone numbers can be provided so that when a parent calls that number, they are prompted to record an explanation for the absence – that audio file can automatically be emailed to the attendance office.

Special Options to do Retries When Reaching Un-Configured Voicemail Boxes: Often, a cell phone's voicemail has either not been configured, or is full. BrightArrow can detect this condition and launch retry attempts as is done when the system detects a No Answer or Busy signal (checking for No Answer and Busy alone is typically only useful for land-line telephones).

Multi-Tier List Prioritization: The BrightArrow system allows you to set different levels of priority for delivering messages, based on the content of the list. For example, in the case of an early morning weather cancellation, it may be appropriate for staff calls to go out first, followed by secondary schools, followed then by primary schools – taking into consideration the potential distances someone travels to arrive at school.

Pronounce Proper Nouns Correctly: Sometimes the name of a district or school is not phonetic and when using the computer-generated voice the user has to constantly worry about spelling the name phonetically instead of correctly. BrightArrow maintains a master list of phonetic pronunciations of proper nouns: BrightArrow customers can ask to add their own pronunciation challenges as needed.

Parent/Staff/Community Portal Options

Prior Messages Available in the Parent Portal: Prior messages (voice, text, email) are easily retrieved at any time by parents and staff from the parent portal.

Portal Settings Synchronization with SIS Phones/Emails: BrightArrow offers a web portal for parents and staff to update how they would like to receive messages, including instructions regarding phones that are in your SIS as well as adding phones outside of the SIS. When the SIS data changes, those changes are intelligently applied to the settings that the parent has already made so their choices remain intact while still reflecting the new information in your SIS.

Set-up Opt-in Groups: The parent/staff portal can be configured to include any number of opt-in groups, such as information related community events or athletics for specific schools. Often districts will have emergency and attendance calls automatically chosen but will give parents the ability to opt into any other groups they choose – and such groups can be defined and updated by the district.

Community Portal: BrightArrow also offers an optional community portal at no additional charge. If this option is chosen, community members outside of parents and staff would be able to register and opt-in for emails and text messages for any number of groups for the district or individual schools.

Provides Password-free Secure Logins: One of the biggest support challenges with parent portals is the requirement that parents remember their login and password information. BrightArrow can provide secure access to the portal for those parents and staff with email addresses without requiring they remember a password by having it email a link each time they want to access their portal.

Two Way Communications Portal: BrightArrow offers as an option (no additional charge) a two-way communication portal. This enables parents, staff, students, or community members to reach out to any department or school with questions, comments, complaints, or compliments. Communication from the outside party is automatically forwarded to the designated staff member(s) so they may reply in writing or telephone. Both sides of the communication are logged and delivered as a report, and automated reminders help ensure that when a request or inquiry is received a response is sent.

PowerSchool integration

BrightArrow provides the industry's most feature-rich and seamlessly integrated automated notification interface into PowerSchool. Implemented using our PowerSchool plugins, your school or district receives all of the below functionality at no additional charge.

Admin-Level Integration: By harnessing the power of PowerSchool's Administration page to make custom selections, BrightArrow's Admin integration provides a totally embedded and intuitive interface for sending notifications, using current up-to-the-minute contact data. In addition to being able to select students and choosing whether to send to parents' or students' phones and emails, a prominent BrightArrow link gives you one-click access to preconfigured lists.

Parent Portal Integration: BrightArrow provides a totally embedded, customizable interface inside of PowerSchool's Parent Portal. Included in the Parent Portal interface are the following features:

- A parent can select the type of messages they receive for each phone number included in PowerSchool, including the ability to opt-out for phones altogether.
- The ability to add temporary phones and emails that are not stored in PowerSchool for purposes such as identifying other child-care providers to receive messages when parents are traveling or otherwise not available.
- Time and date stamped list of all messages sent from the school or district. Parents can view and hear school messages on their device(s).

PowerTeacher Integration: BrightArrow is the only notification provider that offers fully embedded PowerTeacher and PowerTeacher Pro integration. If the district chooses to use this feature, when a teacher logs into PowerTeacher or the PowerTeacher Pro Gradebook they have the ability to send a BrightArrow notification to individual classes of students, to their parents, or to their entire roster of students or parents. It is easy for the teacher to send a message to the parents of students who have not completed their recent homework assignments or are falling below a specified grade point average. In addition, BrightArrow provides the school and district administrators the flexibility of controlling the types of messages (email, text, voice) that teachers can send out. The email addresses can be originated using the teacher's email address to make it easy for parents to respond.

Report Emailing: BrightArrow is the only major notification provider that includes, at no additional cost, the ability to email various reports, including: PowerSchool generated reports, MBA fee balance reports or report cards, PDS Reports as well as others.

Information Access: BrightArrow's PowerSchool integration includes access to ALL data fields within PowerSchool by using PowerQueries – the system is not limited to AutoSend data fields. This provides

your school/district with the ability to target your notifications with far more precision and deliver content not available from other notification companies.

Setup Includes Mass Import of All Users and Groups: BrightArrow provides a fast and virtually hands-free set up and includes a mass import of all users and groups. Most other systems require a large amount of customer setup time, particularly when configuring for a significant number of users.

System Administrator Control of Features: Because of the extensive set of PowerSchool integration feature categories, BrightArrow also provides the district administrator a rich interface for choosing which schools and administrators have access to which features.

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