Automated Parent Notification Functionality
Unique to BrightArrow, 2018

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 school/district, not force you to alter or change standard operating procedures to adapt to the notification system.

BrightArrow provides all of the features available in the more 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 for over 10 years.

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.

While new companies frequently arrive with the promise of delivering integrated voice, text, email, and social media communications, the reality is that these organization can spend many years battling through the intricacies and and complexities of telephone voice communication over the Public Switched Telephone Network (PSTN), rarely to reach an emergency-level reliability. BrightArrow is considered one of the pioneers of the mass notification market with a rock-solid infrastructure and 20 years experience delivering all forms of communications in large bursts and high delivery rates. Over the past 20 years our engineers have developed sophisticated algorithms that ensure successful delivery of voice and text messages, even under the most challenging emergency conditions.

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

Integrated Seamlessly with your SIS: 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 integrates tightly with most SIS's, including PowerSchool, Infinite Campus, Skyward, Blackbaud ON, Illuminate, Aeries, DASL, Synergy, Schoolmaster, eSchoolData, RenWeb, Senior Systems, Maplewood, and many, many more.

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.

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.

Incoming Emergency and/or Anti-Bullying Hotline: BrightArrow is the only notification system to offer an Emergency (or Anti-Bullying Hotline) as part of its notification service, at no additional cost. The company can provide a dedicated local phone number for your school or district. You give that number to students, parents and teachers who can text or call that number to report urgent or bullying conditions. 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 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, Microsoft Office, 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.

Extensive Language Support: BrightArrow provides unsurpassed language translation capabilities. We can translate emails, text messages and Text-to-speech messages on the fly based on a "Home Language" field read from your Student Information System. The system Supports over 100 languages

for translating text based emails and text messages as well as generation of Text-to-Speech audio for up to 20 languages for voice messages. BrightArrow's notification system allows you to translate texts and emails while delivering a recorded message. BrightArrow also provides a convenient way to view and edit translated text before it is sent to ensure your important message is translated correctly.

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.

Two-Way Communication Interface: Schools often need a place for parents to be able to ask questions, raise concerns, or even provide compliments. Social media sites, such as Facebook, can offer an outlet for such communication, but BrightArrow takes it a step further and offers a two-way communication portal that allows parents to choose and reach out about specific topics in a way that the appropriate staff members receive the requests or questions so they can be addressed efficiently and reliably.

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.

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Change Password upon First Use: BrightArrow provides non-LDAP districts and schools 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.

Comprehensive Parent-facing Student-branded App *(add'l charges apply)***:** BrightArrow also offers a school-branded downloadable app for Android and iOS devices to allow the school or district to make virtually any school-related information available to parents, such as news, event reminders, schedules, policies, photo/video repositories, meals, and just about anything else that would traditionally be on a website, and more.

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 that 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.

Emergency Preparedness

Panic Button is a dedicated texting number that teachers and administrators can use to broadcast an emergency text (and call and email, as appropriate) to your emergency response team, all staff and faculty, and/or local authorities. You can also add hashtag keywords such as #evac, #shooter, #fire to the text message. Using these keywords will automatically launch an emergency notification from your BrightArrow account to a dedicated list with a pre-established message. This feature can use the one customer-specific phone line that comes at no additional charge with your BrightArrow Account.

Anonymous Tip Line allows for anonymous reporting via text, dial-in, or web link by students and parents. This feature provides a safe and instant communication to your emergency response team. It can be tied to the one phone line that comes with your BrightArrow subscription or if you are also using the Panic Button feature another line can be purchased for $50/year.

Quick Summary Feature List

Features
- Quickly calls, emails and texts to mass deliver messages to all parents, faculty, and staff, or any subgroup
- Call speed is user-programmable
- Because the system uses Tier One phone connections, it delivers crisp, clear audio
- Unrestricted number of phone numbers and e-mail addresses for each student, faculty and staff member
- Authorized users can submit messages either from the Web interface, mobile app (IOS and Android), or by dialing into a toll-free number
- The system is accessible from all major web browsers, mobile web-browsers and mobile apps are available for IOS and Android devices
- The user can choose any combination of voice, e-mail and text messages, social media post, app push notification, website posting
- Includes full on-line context sensitive help, as well as a Quick Reference Guide PDF

User Accounts
- The system administrator can create an unlimited number of users
- Each user account or list can be assigned a Caller ID, such as the building site's phone number
- Allows shared lists and groups to be available to different users, including read-only access links
- Because of the ease of use, districts can empower individual teachers to use the system
- Many users can access the same set of lists by sharing the same User Group
- The system administrator can define limitations on a user's usage, such as limiting teachers' usage to emails
- Provides Single-sign-on (SSO) logins via Google mail and LDAP/AD

Groups and Sub-Groups
- Distribution list can be separated into sub-groups based on multiple simultaneous data values, such as building, grade, or home language. There are no limits as to the number of sub-group.
- The user can choose a single group/sub-group, or multiple groups, to which they send a message
- When the master list is updated (via a database sync or edit), linked sub-groups are dynamically updated
- A user can check or uncheck any members of a group to create ad-hoc subset of the group
- Duplicate phone numbers in a list are not called – the dial report identifies them as "Duplicate: Not Called"
- Sub-Groups can be based on a filter query, encompassing fields loaded from the database, including school building, grade, bus route, home language, gender, homeroom teacher, or extracurricular activity
- Operations can span lists, and multiple lists are commonly grouped together, creating a "Superset List," making it easy to select them together with a single mouse click
- List protection features are included, such as protecting lists from being accidentally deleted or edited

Editing Lists and Contacts
- Users can create additional list of contacts that outside their SIS by importing a data file in Excel, comma-delimited or tab-delimited format
- In loading lists, the system automatically determines the field mapping based on the content of the fields (it accurately can differentiate first name, last name, full name, phone number, and e-mail address)
- Lists, groups, and sub-groups can also be exported to comma-delimited files
- Users can add, remove, or change settings for lists for which they have permissions
- A user can edit an existing list by adding, editing, or deleting contacts, and can temporarily disable contacts
- Each contact can have an unlimited number of phone numbers and e-mails. For voice notification, the authorized user can choose whether to call all of the numbers, a specific number, or contingently down a list
- The user can choose the From and Subject fields of e-mails for e-mail notification
- The number of retries for undelivered calls, and the period between retries, is programmable by the user

Message Creation and Delivery
- The system can deliver thousands of simultaneous calls, limited only by the customer's local phone company. The BrightArrow system scrambles the list to spread the calls among the telephone exchanges to minimize the chance of overloading any particular local carrier's telephone circuits
- Voice Messages can be either: (1) Pre-recorded from a telephone, (2) Spoken from text using Text-to-Speech, or (3) A multi-part message with a mix of pre-recorded, typed, and generated parts
- While recording a message, a user can play it back and re-record during that call, and afterwards preview and replace that message. The message may be previewed over the telephone or the computer speaker
- Recording can be either done by the system calling your telephone or the user calling a toll-free number
- Authorized users can a designate start/end times for sending a message, or send the message immediately
- The message page includes a notepad, as well as an advanced feature for importing and exporting audio files
- When delivering the message, the system displays the Caller ID of the school or a user-chosen phone number
- Voice message recipients can replay the message by pressing the Star Key
- Users can create an HTML email with a full HTML editor included for adjusting graphics, links, and layout
- Emails can include attachments (basic or linked) as well as message values in the From and Subject fields
- Message Library: Upon clicking "Prior Messages," any previously-created message can be reloaded and previewed
- The message can be delivered immediately to all contacts, specific phone numbers (such as the primary home number), or even follow a contingency algorithm that dials the first number, and only goes on to the subsequent number for that contact if it cannot deliver a message to the first number
- Allows a "No Call List," plus a mechanism for preventing the accidental scheduling of calls late at night
- A "CC" feature is available to designate administrator phones/emails to always receive all notifications to a list

- The BrightArrow system delivers past automated Caller ID blocking mechanisms by delivering the school's proper Caller ID, and bypasses artificial "disconnected number" signals used by call blocking devices
- A list's message can be automatically posted to designated social media accounts (Facebook, Twitter)
- The system can automatically email reports to parents that are specific to their students, such as report cards
- Automated Attendance notifications – attendance and lunch balance information can be pulled automatically Infinite Campus for automated alerts

Database Integration
- Distribution lists can be acquired directly from all major SIS's including Infinite Campus using one of BrightArrow's automated synchronization mechanisms, and can be automatically broken into sub-groups based on any fields
- Can schedule automatic daily or periodic calls for attendance, lunch balances, or even complicated truancy and attendance scenarios
- In addition to direct database synchronization, the BrightArrow system can import files in Excel, CSV (comma separated values) or tab-delimited format. It can load data via (1) Infinite Campus's ODBC connection, (2) Period delivery of text or Excel file to a local drive or SFTP site, or (3) Manual import of Excel spreadsheet or text file
- If using Infinite Campus direct database access (via ODBC), the data is refreshed daily, but also can be resynchronized at any other time

Multi-language
- Can read the home language field of the student database to determine a parent's preferred language
- Messages that are typed in English can be automatically translated to and spoken in 20 non-English languages. Text messages and text based emails can be translated into over 100 languages
- The pronunciation of the text-to-speech engine for those languages can be validated with a Preview function

Reports
- Transmission reports, available immediately upon the notification conclusion (before retries commence as well as after the retries), show details for each message attempted, including message type (voice, e-mail, text), date/time, delivery status ("live answer", "voice mail" "busy", "unreachable", "no answer"), list name and message text. Each report includes a summary total and graph
- District administrators can access all reports, and individual users and groups can access only their reports
- Any phone number, email or name can be searched within a single report or spanning all reports
- The actual message (recorded and printed) is available for review for all prior messages in the Reports page
- Reports are available online for at least one year – longer if requested by the school or district
- Dial reports can be exported as an Excel spreadsheet, a PDF file, or printed
- If you choose, you can have the report automatically e-mailed to any number of administrators
- Single click checkbox shows only invalid or unreachable contacts to enhance the ability to maintain a phone list. It also shows bounced emails.

Parent Portal
- A Parent Portal allows parents to update notification numbers and e-mails, and retrieving prior messages
- The Parent Portal's user interface can be customized to fit the school or district's Web identity and options
- Once a parent registers into the Portal, they can login and change how they would like to receive messages
- They also have access to all prior messages which they can view or listen to (by telephone or speaker)
- Once registered, the Parent can ask the system to e-mail them their password if they have forgotten it
- A report is available of changes by parents
- The portal can be configured to allow parents to opt-in to any number of special predefined groups
- Survey Features
- Text and voice based surveys can be conducted and the system will automatically generate reports based on the results
- Two-way Communication Portal is available to allow parents to direct questions and comments with a streamlined mechanism to forward that feedback to the appropriate staff member for effective and reliable two-way communication.

Emergency/Anti-Bullying Hotline
- Your school or district can have one or more dedicated phone numbers that are specifically for the purpose of two-way emergency notification
- The students, parents and staff are told about the dedicated phone number, and whenever anybody calls into or text to that phone number, the voice message or text message is immediately distributed to everybody designated by the school or district as the Emergency Response Team. If anybody on the Emergency Response Team replies to the text or voice message, the originator receives the reply, as well as the other members of the Emergency Response Team
- Can be used in a special "Panic-button" approach for staff and faculty to be able to report emergency to designated staff/faculty easily and quickly

Data Security
- All contact and message data is stored on secure SSL servers with access by only three BrightArrow personnel who contractually follow the company's strict guidelines for data privacy and security

Custom Branded Mobile App *(additional charge)*
- Branded in School Colors and logos
- Apps available in District only or District and individual School customization
- Syncs to your Web Calendar
- Web based Management tool allows easy posting of news, pictures, calendar events
- Sync to your news feed
- School documents
- Quick links
- School forms
- Media (pictures and online videos)

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