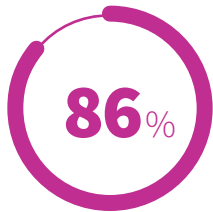




Empower your community with mobile technology



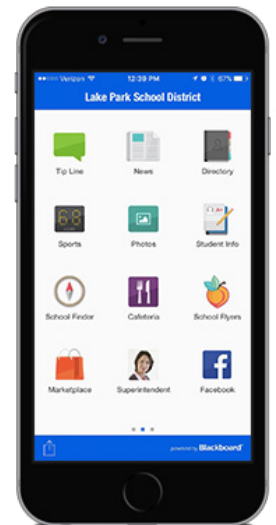
of parents have access to smartphones.



of the mobile web is accessed via mobile apps.

Source: 2015 Pew Research Center report

Smartphones and mobile apps are changing the way we communicate. More families than ever before are turning to their mobile devices to get the information they need to help their children be successful in school. Blackboard ParentLink Basic takes advantage of this to put your district's critical information in the hands of your community, and to empower families to work with students to ensure successful outcomes.



Why Blackboard ParentLink Basic?

Unlock the power of mobile for your school district.

By using the most trusted mobile app in K-12, you can increase your reach and streamline your communication with your families and community.

Create an open communication channel.

Engage your users in two-way conversations through your mobile app and allow users to customize their alerts and preferences.

Provide easy access to the information your community is looking for.

Give your community one-touch access to important information and resources, and integrate your mobile presence with other third-party sources to create a one-stop-shop for everything related to your schools.

Give your community the best.

Your mobile app is one of the key pillars of your communication strategy, and we are here to help you maximize its positive impact on your community. It's no mystery why ParentLink Basic has the highest ratings and most positive reviews across app stores.



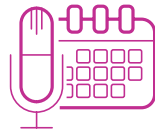
“

Within the last 5 years I've seen a humongous increase in people wanting information through their devices, whether it be a mobile app or their iPad or tablets. We're constantly trying to keep up with what our community wants. We have a mobile app. We're finding that most people are getting their information from their phone.”

Deidra Powell
Chief Communications Officer
Santa Ana Unified School District (CA)

The ParentLink Difference

Keep your community informed



News & Calendars

Centralized news feed and calendar consolidate all the sources in one place and can be personalized to show only the content users care about.



Notifications

Send district or school updates right to your users' phones giving you a timely communication channel.



Social media

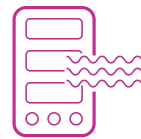
Direct traffic to your Facebook, Twitter, YouTube, and other social media pages and watch your followers increase.

Make engagement easy



Integrated Tipline

Let users submit anonymous tips that can include images, categories, contact information, and location. Or, provide your community with an easy-to-find suggestion box or survey tool.



Stream

This patent-pending module collects personalized content, events, notifications, and more from throughout the app and displays it in one consolidated feed.



Directories

Provide easy access to phone numbers, email, and other school, faculty, and staff contact information.

Ready to learn more?

Sign up for a **Blackboard ParentLink demo** today!

Blackboard.com

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