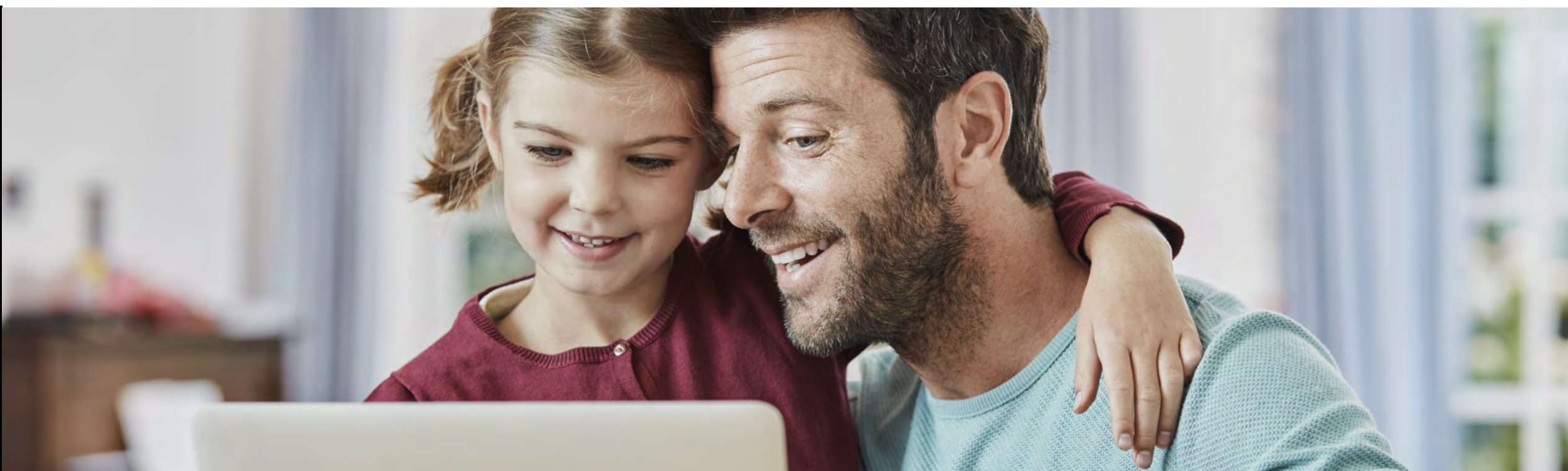


Blackboard®



## Blackboard Reach strengthens parent and teacher connections with meaningful two-way communication

Parents and teachers have the biggest influence on student success. Together they can form a support system to help students reach their potential both in the classroom and at home.

**Blackboard Reach** is the two-way messaging tool that can connect them in a safe environment with complete district oversight.



Protect all users with safe communication, accountability, and district oversight



Enable adoption and easy setup with SIS data integration



Strengthen your brand with a consistent messaging platform across all classrooms



Ensure privacy with in-app messaging instead of personal email addresses and phone numbers



Accommodate parent preferences with app and browser-based messaging



Improve teacher and parent interactions with data insights and conversation history

# Why is Blackboard Reach your solution for two-way communication?

- **Provide critical oversight with saved conversations**

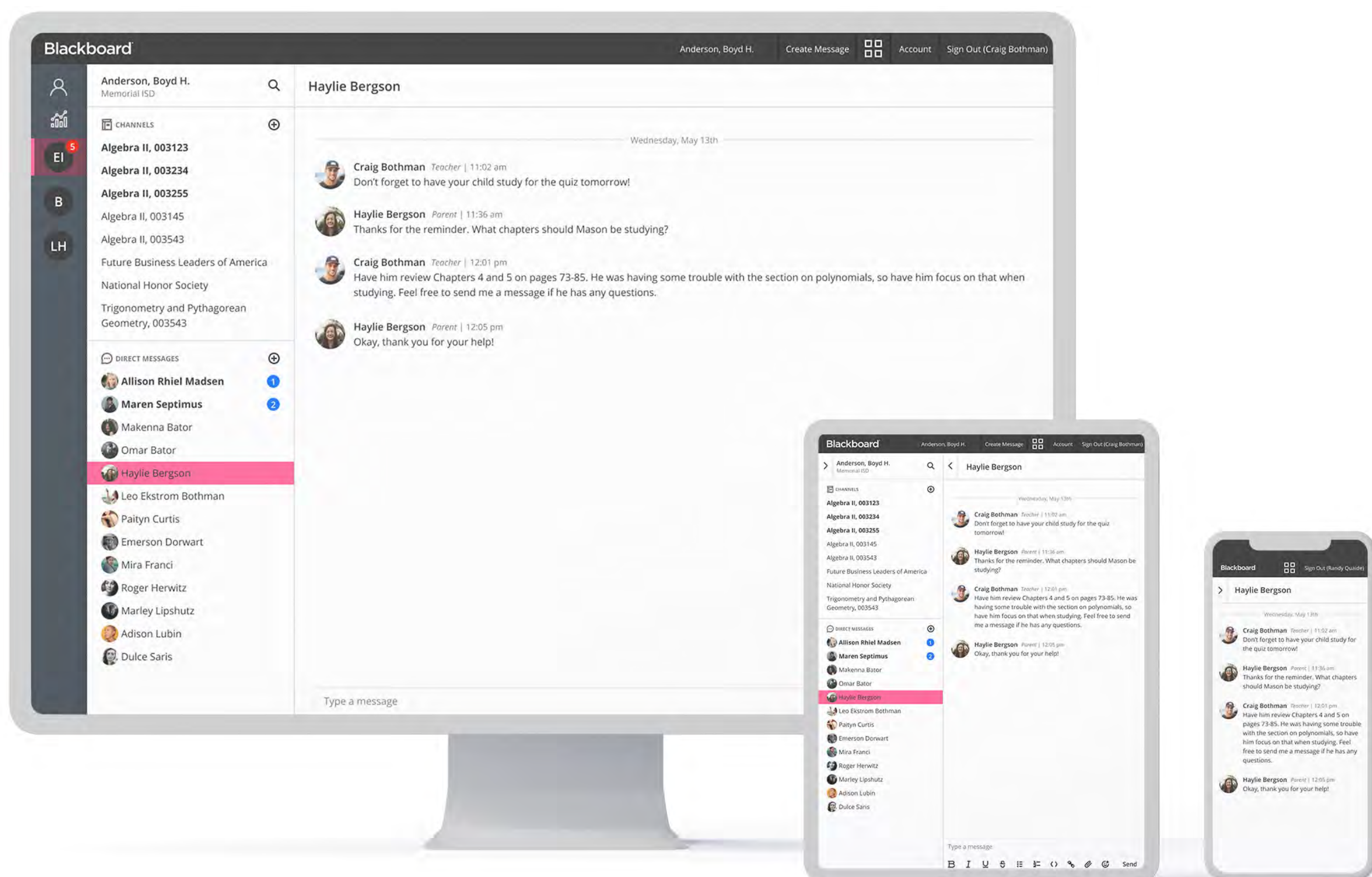
It's a relief to know that every message between teachers and parents is being saved. You can zero in on contacts and even specific conversation to ensure safe, appropriate communication is taking place.

- **Promote your brand with consistent communication**

Be the district known for consistent communications across all your schools and classrooms. Parents will be relieved to have conversations with all their child's teachers in one location. Teachers will enjoy using one tool to communicate with all parents.

- **Encourage adoption with SIS data integration**

Communication between parents and teachers only works if both parties adopt the messaging platform. Stop using sign-ups and classroom codes that prohibit adoption from the start. Integrating your SIS data will immediately eliminate barriers and allow teachers to begin messaging right away. All student and parent data will be waiting for them upon login.



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