



Mass Notification System by SchoolInfo

When the message is urgent, ensure it's received by your stakeholders with SchoolInfo.

SchoolInfo's Mass Notification Technology is an integral part of the mobile-first communication strategy that our clients know and love. Whether it's an emergency, school closure, or any other important communication needs, our mass notification system ensures administrators' messages reach their students, parents, and teachers.

Features Include:

Mass Notification

System can send notifications via:

- Phone (landline, mobile)
- Email
- SMS Text Messages
- App Push Notifications
- Social Media (Twitter, Facebook, etc.)
- Email Link to Voice Message
- Two-Way Instant Messaging (Conversations)

Text Messaging

- Unlimited length text messages
- Automatic translation of text message to contacts' languages, over 100 languages
- Work across all major wireless carriers and wireless phone models in North America
- Ability to send messages in an expedited fashion during emergencies
- Entirely automated opt-in procedure for text messages to new phones
- Intelligent handling of reply texts based on customer's preferences
- Automated opt-in/opt-out
- Uses short code true texting (SMPP) in U.S. and long-code true texting (SMPP) in Canada
- Mail Merge fields: Display data from SIS or other databases (transportation, meal, etc.)
- Optional feature that can require a designated person review and approve messages before they go out
- Ability to schedule messages into the future
- Text based surveys

Voice Calls

- Able to record a message from receiving or initiating a call, play back, preview, and re-record the message
- Automatic translation of text-to-speech voice calls, over 20 languages
- Ability to dial-in, enter a code, and launch a voice message without using the web or app
- Have the ability to customize the telephone number display (caller ID)
- Mail Merge fields: Display data from SIS or other databases (transportation, meal, etc.)
- Automated opt-out
- Phone survey functionality
- Multipart messaging
- Deduping voice calls
- Toll-free caller ID number to allow message play-back upon call back
- Accurate detection of live answer vs voicemail to ensure delivery of phone message

User Accounts

- Includes user licenses for all staff/teachers (no additional charge)
- Allows an unlimited number of phone numbers and email addresses for each student, parent, or faculty member
- System administrator can create an unlimited number of users to separate and control access to different groups, lists, and reports
- System allows shared lists and groups for different users, and groups of users, including read-only access links

List and Contact Management

- Ability to create lists via an import from a spreadsheet, with auto-detection of fields and matching stored contact records
- Ability to create copies, list subsets, superset lists, all of which can be linked or unlinked
- Unlimited self-updating groups/lists (dynamically change based on source data)
- Have the ability to export existing recipient and contact information to Excel or a CSV file
- Ability to build a list based on specific fields
- Real-time filter for granular selection of contacts
- Configurable list view to allow intelligence, searching, sorting, favorites and subfolders for organization of lists

Message Management

- Message templates to quickly find and send pre-configured messages
- Able to create automated messages launch at a specific time each week without user interaction
- System allows user to pre-create messages for future purposes
- Message and list pair can be pre-configured to send messages with two clicks
- Messages can be locked into lists to ensure consistency

System

- Ability to deliver notifications 24/7 with 99.99% availability
- No hardware needed beyond PC stations
- Service provided through web-login and mobile app
- No data is sold or given to telemarketers or other solicitors
- Ability to secure database, only allow users with appropriate credentials to access given information
- Single sign-on integration using LDAP, ADFS, Azure, Google, PowerSchool, Blackboard and others
- Includes usage of expansive API to allow embedding of communications feature anywhere in work (no additional charge)
- Fully Compliant with FCC TCPA
- Less than 0.67% of capacity used on average for voice calls (even less for email/text)
- Includes parent-facing app to receive/retrieve messages, push notifications, and adjust settings (no additional charge)
- Multiple redundant SAS 70 type 2 certified
- No single point of failure

Reports of Sent Messages

- Generates transmission reports, available immediately, that show details for each message type: live answer, voicemail, busy, unreachable, no answer
- Ability to automatically send the report to any administrator via email, or exported as a file

Support

- 24/7 unlimited phone and email support
- Unlimited training through remote web sessions
- Rapid implementation to minimize effort of district staff
- Customer resource site with tips, tricks and videos

Emails

- Limitations on SPF, Reply-To, DKIM, and other mechanisms that are important to ensure emails are not blocked by SPAM filters
- Can add CC, BCC, and “reply to” in email description
- Ability to create emails using a full HTML editor for inserting graphics, attachments, links, and other features
- Automatic translation of email to contacts’ languages, over 100 languages
- Report emailing, such as report cards, customer specific financial reports, at no extra charge
- CAN-SPAM and CASL compliant
- Automated unsubscribe
- Mail Merge fields: Display data from SIS or other databases (transportation, meal, etc.), including subject line
- HTML templates: Users can create customized email templates and use them as branded emails
- Email preview
- Intelligently deduping emails across lists
- Image management with uploading, preview, and searches

Parent Portal

- Mobile App Parent Portal to subscribe, manage preferences and prior message vault
- Web based community recipient portal: Subscribe, unsubscribe, manage preferences and prior message vault
- Parent Portal allows parents to add phones/emails outside of SIS contact data for temporary usage
- Two-way community communication portal organized by department and school

Automated Notification

- Automated absence notification individualized per campus, including auto-translation
- Other automated notifications (e.g., low lunch balance alerts) added anytime

Emergency Alert Features

- Panic Button (no additional charge)
- Anti-Bullying Hotline (no additional charge)
- Designate messages as emergency to ensure they are sent out in front of all other messages (no additional charge)
- Weblink and call/text anonymous (no additional charge)
- Anonymous tip reporting via web/mobile app

Direct Integration With

- Synergy • Michigan Data Hub • DASL • Infinite Campus
- Blackbaud EMS • Illuminate • PowerSchool • Wen-GAGE
- Aeries • TxEIS • Edsembli • Aspen • Genius SIS for Virtual Schools • eSchoolPlus • Mindex • Chalkable • Q (Aequitas Solutions) • Senior Systems • Rediker • JMC • SchoolWise
- Sycamore • Salesforce • Google Sheets • Skyward • Over 100 data sources