



# *City of Marlborough*

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### **PRESS RELEASE**

*- FOR IMMEDIATE RELEASE -*

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## **City of Marlborough Launches Blackboard Connect to Enhance Emergency Preparedness and Communication**

*City residents can register their contact information and preferences to receive urgent notifications and important updates*

Marlborough, Mass. – The City of Marlborough today announced it has launched [Blackboard Connect™](#), a mass notification platform that enhances communications and emergency preparedness. The first community-wide test call will be held on Friday, August 3, 2012.

The City of Marlborough implemented Blackboard Connect so officials can stay connected to residents and efficiently provide them with direction in the event of urgent situations such as severe weather or missing persons. Using Blackboard Connect, officials can record and send an unlimited number of personalized voice messages to home and mobile phones, businesses, and local law enforcement agencies in just minutes. The service also sends email and text messages (SMS), and can post on Facebook. Messages can also be sent to TTY/TDD devices for people who are hearing impaired.

“With Blackboard Connect, we know our residents are receiving the information that matters most to them, whether it’s an urgent situation or routine community update,” said Mayor Arthur Vigeant. “I strongly encourage residents to register their contact information and update their message preferences into the system’s secure database so they are prepared to receive important notifications.”

City officials can target each message to an unlimited number of groups. Authorized users can use the system’s geo-mapping and group subscription features to contact residents based on specific geographical locations and interests, so recipients receive the most relevant, targeted information on topics important to them.

Publicly available primary residential and business phones in Marlborough will automatically be included in the system. However, to make sure the city has the most up-to-date contact information, residents are encouraged to visit the city website (<http://www.marlborough-ma.gov>) and click on the link that says “SIGN UP NOW – SERVICES BY BLACKBOARD CONNECT,” to provide their complete contact information. Users can also manage their message preferences by indicating their preferred mode of contact, language and message topics.

Those without Internet access, or who need assistance, are encouraged to call the City’s Information Technology Department at (508) 460-3762 or visit the public library for computer access.

“Targeted communication is the best way to keep residents safe by providing the information that matters most to them,” said Ed Miller, president of Blackboard Connect. “With Blackboard Connect, administrators can ensure the right messages get to the right people.”

Additional Information about Blackboard Connect™

Blackboard Connect™ allows officials to send thousands of messages in minutes, requires no additional hardware, and can be used from any computer with Internet access or telephone. This ensures that administrators can send vital messages from wherever they are located—even if they are evacuated. Additionally, officials receive detailed reports on contacts that did not receive a message, enabling them to follow up through alternative means as needed.

*\*Blackboard Connect Inc. does not sell, lease, share, or rent personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside of Blackboard or its service providers.*

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