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St. Vincent's College Adopts Fast Multi-modal Communication Service to Enhance Emergency Preparedness

Connect-ED® Implemented to Keep Students Informed

October 29, 2008- St. Vincent's College announced today it has selected the rapid, multi-modal **Connect-ED®** communication service from Blackboard Connect Inc. (formerly known as The NTI Group, Inc.), a wholly-owned subsidiary of Blackboard Inc. (NASDAQ: BBBB), to deliver time-sensitive notifications to students and staff. The college recently implemented the service to provide campus leaders and security professionals the ability to reach students and staff members with information and updates during unforeseen events or emergencies, within minutes, through phone calls, e-mails and/or text messages.

The recent onset of emergency situations - from natural disasters to health scares to the threats of violence – heightens our awareness and underscores the fact that we must always be fully prepared. Accordingly, St. Vincent's College has implemented the Connect-ED service to enhance college-to-student communication and emergency preparedness

“In today's current climate we need to be prepared for situations that we never could have anticipated happening and recognize the important role that immediate communication plays in keeping students safe,” said Dr. Martha Shouldis, President. “As part of our comprehensive emergency response plan, we have added the Connect-ED service because of its successful track record and multi-modal capabilities that will allow us to keep students and staff informed whether they are at home, sitting in front of their computers, or on their way to class.”

St. Vincent's College leadership cares about the safety and quality of education for its students. A communication tool, such as the Connect-ED service, adds to our ability to provide an environment in which students can feel safe and informed.

The Connect-ED service enables campus leaders to schedule, send, and track personalized voice messages to up to six phone numbers per student and staff member, and immediately sends messages via four different modes of communication:

- Voice messages to home phones, work phones, cell phones, and even e-mail addresses
- Text messages to cell phones, PDAs, networked digital signage, and other text-based devices
- Text messages to e-mail accounts
- Messages to TTY/TDD receiving devices for the hearing impaired

“Notifying students immediately is critical in time-sensitive situations, such as a severe storm or campus closure,” Shouldis said. “It is essential for students to enter their contact information into the Connect-ED database. The more means we have to contact individuals will enable us to communicate timely information and updates and ultimately keep everyone safe.”

Contact information included in the Connect-ED service will only be used for campus notifications and will not be made available to any other service.

Students are strongly encouraged to opt-in to the Connect-ED service by visiting the College website @ stvincentscollege.edu.