

# ALERTING FOR SCHOOLS



Colleges, Universities and K-12 Institutions Across the Country Use Send Word Now® For Emergency Alerting and Notification

## Send Word Now For Schools

Public schools, private schools and higher education institutions across the country depend on Send Word Now for on-demand alerting and response services to reach students, parents and faculty, anytime, anywhere. Send Word Now expedites two-way communication to promote student safety and school security.

Educational institutions such as Rockefeller University, University of California San Francisco, the University of Central Florida, and Boston University all use Send Word Now for reliable emergency mass communication.

## Supports Compliance With Higher Education Act (HR-4137)

The new Higher Education Act (HR-4137) requires that higher education institutions immediately notify the campus community upon the confirmation of an emergency or dangerous situation involving an immediate threat on campus.

Send Word Now supports HR-4137 compliance by instantly delivering critical messages via voice and text to wired and wireless phones, e-mail, pagers, SMS, MMS, VoIP, BlackBerry® smart phones and Palm® and Treo™ devices.

## Send Word Now Enables:

- **Rapid** notification of school administrators
- **Instant** sending of departmental or geographically targeted alerts
- **Easy** communication with on-staff first responders and local emergency officials
- **Real-time** notification and response from students, faculty and staff
- **Reliable** message sending to thousands of students, and outreach to people with disabilities
- **Effective** communication with parents



For more information or to request a demonstration, please call Send Word Now at (800) 388-4796 or e-mail us at: [sales@sendwordnow.com](mailto:sales@sendwordnow.com)

## KEY BENEFITS

### Easy to Use

The Send Word Now Alert Service uses an intuitive Web-based interface designed for non-technical users. This ensures that personnel using the system can act quickly, confidently and accurately in high-stress situations.

### Reduces Administrative Burden

User friendly self registration enables students and faculty to sign up easily, reducing administrative burden. Users can also change or update their own profile without any intervention required by the school.

### Targeted, Two-Way Messaging

Send Word Now can be used to target populations both on and off campus or to send messages to specific groups. The Send Word Now system has two-way messaging capabilities; once a message is sent, recipients can respond to a voice or text message and provide vital information about their status.



### Interactive Response

Send Word Now's Alert Service enables interactive response to all alerts, including the ability to initiate a conference bridge and "push" conference calls out to critical personnel.

### Alert Tracer®

Send Word Now's Alert Tracer provides the capability to track and document recipients' responses to alert messages. This feature supports deployment of resources for those in need of immediate assistance, as well as a record for auditing, compliance and debriefing purposes.

## ABOUT SEND WORD NOW

Send Word Now is the leading provider of on-demand alerting and response services, driving effective communication during time sensitive situations. The easy-to-use, Web-based services are used by corporations, government agencies and educational institutions to ensure fast, effective, two-way communication in real-time, ensuring continuity during time sensitive events - anywhere, anytime, regardless of location, device or connection.

The Send Word Now Alert Service is a proven communication solution used by Fortune 500 companies, leading state, local and federal agencies and Global 1000 firms across a variety of industries such as emergency management, financial services, commercial real estate, government and health care and federal government agencies.

The company is headquartered in New York City. More information about Send Word Now can be found at [www.sendwordnow.com](http://www.sendwordnow.com). Send Word Now can also be reached via phone at (800) 388-4796 or e-mail at [sales@sendwordnow.com](mailto:sales@sendwordnow.com).