

Welcome to Medina Valley ISD Mass Notification Brief

What

Medina Valley ISD uses the Blackboard system to create and send mass notifications. Before we begin let's outline what exactly the blackboard system can do (as it relates to mass notifications)

How

The Blackboard system uses the COPE model Create Once Publish Everywhere. This gives you the ability to create one message and send that message via multiple delivery methods.

Those methods include:

- Phone
- Email
- SMS Text Message
- Push Notification (Mobile App)
- Facebook
- Twitter
- The Website
- The Website as a Pop-up alert.

Who

Any MVISD employee the principal has delegated may use the notification system. To request access, the campus principal should open a ticket with the communications department by emailing news@mvisd.org.

All MVISD employees are able to sign in to the Blackboard system, however privileges and access will be restricted based on your role within the district. Just because you are able to log in to the system does not mean you have the proper access. Please wait for confirmation from the Communication department before attempting to send mass notifications.

When

Notifications can be entered into the system at any time. When creating a notification you will have the option to schedule the time you would like the notification to be sent. You may also schedule multiple dates and times to send the same message. By default all notifications are scheduled for 5:30 pm of the same day, however you can change this before sending your message.

Messages are not allowed to be sent during "blackout" times which are between the hours of 8:30 pm and 6 am. In an emergency it is possible to override this blackout.

Why

The notification system is a tool to communicate with parents. You will use it to send newsletters, notices and other campus related updates.

You may also use the system in the event of an emergency however emergency notifications are typically handled at the district level.

Emergency messages send your message to every contact on file for each recipient.

Where

The link to the Blackboard notification system is located on the district website mvisd.com under quick links > teachers & staff > blackboard.