

**GLENBROOK HIGH SCHOOLS  
REGULAR BOARD MEETING JULY 13, 2009  
District Business Office**

**TO: Dr. Mike Riggle**  
**FROM: Kimberly L. Ptak**  
**DATE: JULY 13, 2009**  
**RE: EMERGENCY CALLING SYSTEM**

It is recommended that we

Enter into a 1-year subscription with AlertNow, a telephone notification system at a price of \$3 per student or approximately \$14,100. Price includes training and initial set-up. AlertNow is fully hosted and therefore does not require the district to purchase or install any hardware, software or phone lines.

**Background**

For the past two years, the district has used ParentLink as its telephone notification system. While the system has met our basic needs, it has not allowed us to fully deploy text messaging, or automate the creation of group lists or data upload. A group consisting of myself, Mike Riggle, Brian Wegley, Paul Pryma and Kurt Simmers participated in demonstrations and / or discussions with the following notification systems: School Messenger, OmniAlert, Honeywell and Connect Ed. While all systems were comparable in price, ability to send phone calls and emails, we are recommending Alert Now for its ability to automate our data upload from both SASI and School Logic, currently our technology department does a nightly upload from SASI to Parent Link. In addition AlertNow will allow us to query data to automatically create group lists, currently the creation of group lists is a manual process. Alert Now has the ability to translate in 11 different languages and was included in the top 100 technology products two years in a row. Cost is comparable to our current Parent Link System.

Several districts in our immediate area are using AlertNow as their notification system. In talking to the Director of Communications at Maine 207, Maine did an expansive search for a system and is extremely happy with the reliability, speed and user friendliness of AlertNow.

Implementation will take place over the next two weeks and end-user training is scheduled for Monday August 10, 2009.

See attached brochure for AlertNow.



**Communication Service Designed for K-12**



## Company Information

Since 1996, Saf-T-Net (STN) has worked with organizations of all sizes to improve their communication methods and manage emergencies. In collaboration with experts in the K-12 community, STN introduced AlertNow in 2003.

AlertNow enables public and private learning institutions to deliver thousands of voice or text messages to telephones, mobile phones, PDAs or any Internet-enabled device within minutes for both emergency and non-emergency communications. In addition, AlertNow is used to enhance parental involvement, increase student attendance and bridge language barriers between parents and schools.

AlertNow is an industry-leading rapid communications provider that takes pride in delivering exceptional 24/7/365 customer service and offering cost-effective solutions with a versatile, user-friendly interface. AlertNow sends more than nine million messages per month on behalf of over 22,000 school administrators throughout all 50 states.

[www.alertnow.com](http://www.alertnow.com)  
info@alertnow.com  
800.213.7168

## Messaging

- Keep parents and staff informed about important events
- Create voice or e-mail messages for immediate or future use
- Send more than 2,000,000 calls per hour
- Application and features specifically designed for the K-12 user
- Initiate delivery from any Internet-enabled computer or by phone
- Easy to use and reliable in any circumstance

### Sending a message with AlertNow is as easy as:



**Who...**  
Select the recipients



**What...**  
Choose your message



**When...**  
Schedule the time and date for delivery

## Surveys & Reporting

- Real-time call statistics for every broadcast
- Graphical reports for all message deliveries and attempts
- Detailed results display up to 15 different reporting codes
- Ad-hoc reports available by student name or phone number
- Create reports for attendance, surveys, voice and e-mail delivery
- District administrative reports that monitor all users and messages
- Customizable reports on all historical data



# IMPROVE COMMUNICATION?



## Features & Benefits

- Polling and surveys to help schools make data-driven decisions
- Automated data uploads from your student information system
- Communicate accurate information efficiently
- 411 caller ID uniquely identifies emergency messages
- Entirely Web-based; no hardware or software
- Text-to-speech attendance notifications
- Schools Interoperability Framework (SIF) certified
- Data encryption and superior online security
- One-click retry to "busy" and "no answer" numbers
- Text-to-voice language translations in 11 languages
- 24/7/365 emergency support and technical support
- Message interrupt and playback features
- Online message retrieval
- Multilingual automated attendance
- Opt-out lists
- Quality assurance safeguards with advanced reporting
- AlertNow Access tool allows parents to manage non-emergency contact information

## Expertise & Support

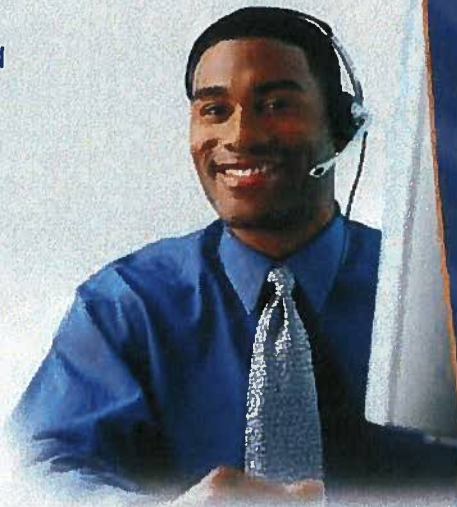
- Used by more than 22,000 school administrators
- Case prioritization and issue resolution
- Live representatives available to assist around the clock
- Designed with input from educators with applications specific to school needs
- AlertNow delivers more than nine million voice messages every month
- Personalized approach to staff development, implementation and customer care
- Small group training at your location or online sessions available



## Technology

AlertNow requires no hardware, software or additional phone lines. As a Software as a Service (SaaS) provider, AlertNow manages and hosts the complete solution required to deliver services. AlertNow places tremendous emphasis on network infrastructure, redundancy and security. AlertNow utilizes multiple telecom networks for redundancy in message delivery. Current platform architecture takes advantage of geo-dispersed data centers for both survivability and recovery. The network configuration for each data center is located on dual self-healing OC48 fiber rings that have 99.99 percent connection reliability and are powered by dual grids with generator backup. AlertNow has strict security measures in place 24 hours a day, including biometric and smartcard authentication, to ensure that only authorized individuals have access to the data maintained on secure databases and servers.

In an effort to continue to provide our customers industry-leading rapid communication technology, AlertNow continually releases new tools and features. To learn more about AlertNow's new developments, visit [www.alertnow.com/new](http://www.alertnow.com/new).



**A trusted service provider, delivering millions of messages each month to improve parental and guardian involvement, report absences and keep the educational community informed with important information.**

"In an age where fast, accurate communication is paramount, AlertNow provides a service that enables schools to contact parents regarding school events, closings and delays, or to disseminate information to parents and staff with ease..."

- Keith Eades, Avery County Schools

"I have received many comments from parents thanking me for the communication..."

- Dr. Michael V. Johnson, Grand Ledge Public SD

"It has been my distinct pleasure to work with AlertNow for the past four years. I can say without reservation that this company is one of the finest, most competent companies that I have worked with during my tenure..."

- Teri L. Albott, Adams County School District 14

"We just started using the 'absentee' calling feature this week and already are experiencing more students attending class..."

- Kevin Christian, Marion County Public Schools

"All over the country, schools are putting in automated phone systems that can quickly place thousands of recorded calls. AlertNow's auto-call system has built-in safeguards like a confirmation page and playback features to cut down on message mistakes..."

- Wall Street Journal

"As all of us in education know, we rarely get calls or comments when people are pleased with a decision we make. However, I have heard more positive comments from parents regarding the AlertNow system than anything else I have ever done in eleven years as a district administrator. The improved communication between the school and the community is a public relations boon..."

- Tony Klaubauf, School District of Denmark

"The personnel at AlertNow are excellent communicators, providing clarification and information to their customers. They are reachable and respond quickly to calls and email. The team at AlertNow is a true partner, offering a solution based on years of experience in the education environment..."

- Tina Phillips, Lovejoy Independent School District

"The level of service is outstanding..."

- Jeruchom L. Shapiro, Beth Jacob of Boro Park

"On behalf of our 70,000 students, 46,000 parents, 14,000 staff, I would like to thank you for your wonderful communication tool. But most of all, I would like to thank you for the privilege of working with staff who truly believe in your product and care about their customers..."

- Nancy Soscia, Virginia Beach City Public Schools

"With the implementation of the AlertNow rapid communication system, we are a better school system..."

- Chris Henry, Burke County Public Schools



**Saf-T-Net, Inc.**

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**Regional Office Locations:**

- Missouri
- Texas
- Ohio
- Massachusetts
- South Carolina
- Delaware
- Mississippi