



**School Rush!™**

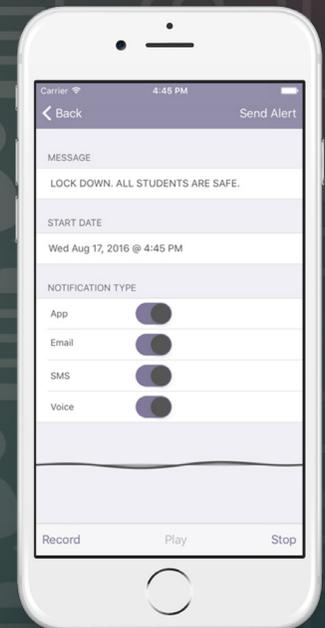
# Emergency Communications at Schools

Whether it is lock downs or weather related emergencies or routine bus delays, it is important School administrators are able to instantly and effectively communicate with parents. When there is an emergency situation at school, children now a days are able pull out their cell phones and start texting parents that 'there's something going on' at the school. Schools start getting flooded with phone calls from parents and have to respond to the situation at hand as well as respond to queries from parents. It is important that administrators are able to get ahead of the communication needs.

What do you need to look for in a communications platform at your school?

## No Access To Computer or Internet?

It goes without saying, when you are dealing with an emergency situation, you may not be able to sit in front of your computer and send out communications. So any solution that relies on being in front of a computer or even a call in number based mechanism is not conducive for emergency situations. Also the tool needs to have the flexibility to convert text-to-speech or allow administrator to record own voice message that can be broadcast to recipients. School Rush! App allows administrators to send emergency communications using an easy to use App interface. You always have the ability to submit alerts from the computer, but having it available in an App gives you the ability to communicate even when you are on the go when dealing with an emergency.



## Communicate Quickly, Efficiently VIA Multiple Channels

Time is of the essence in case of an emergency. The ability to communicate instantly and efficiently makes all the difference. If the School is in a lockdown, administrator needs to be able to send out the communication ASAP. Also, communication needs to go out in every communication channel available. Ideally you can do this using one tool. School Rush! App allows administrator to submit an emergency alert in one place and the platform can send out a voice call, SMS (Text) message, email message as well as in App message with alert to all student and staff contacts.

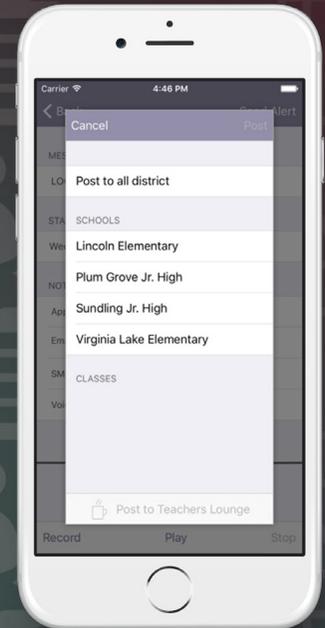


**School Rush!™**

# Emergency Communications at Schools

## Targeting Communications and Teachers Lounge

It is important that administrators can send out emergency communications to targeted and relevant people. You may want to send out a communication to just one school building or to all elementary schools, or just the middle school. It is frustrating when you have to send out a bus delay message to the entire school when it should have gone out to only students on the bus route. Some tools typically allow you to load a 'district' or 'school' level list. Customers tell us that setting up and sending communications to targeted groups is complicated and cumbersome with these current tools. So administrators often resort to sending district wide or school wide blasts for communications that should have been sent to a school or a subset of schools. School Rush! allows administrators to pick district wide or one or more schools or even a class room to send an alert to. School Rush! also supports an innovative Teachers Lounge. Alerts posted to Teachers Lounge are only sent to School or District Staff. Teachers Lounge also supports class room level, school building level and district wide targeting within Teachers Lounge.



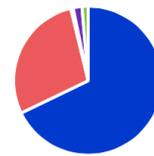
### Analytics

**Families Using App**  
329



*Total Students: 364*  
IOS App Alerts Sent: 60360  
Android App Alerts Sent: 25226  
Email Alerts Sent: 470  
SMS Alerts Sent: 1707  
Voice Alerts Sent: 1195

**Total Alerts Processed**  
88958



## Analytics and Audit

School Rush! provides analytics on how many calls, emails and text messages were sent using the platform. You can use the analytics to review how your communications strategy is working. If there is too many text messages going out from School you can fine tune your communications strategy to ensure parents don't tune out of messages or calls. School Rush! also provides a unique audit feature, where you can look up a student contact and see how many communications went to that contact. All in one place!

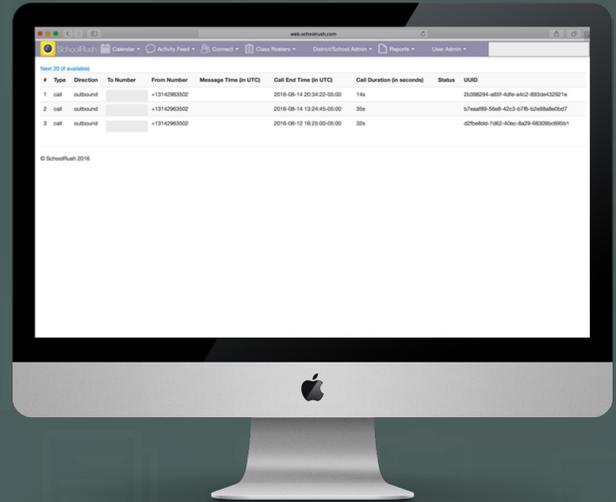


**School Rush!™**

# Emergency Communications at Schools

## One App For All Communication Needs

School Rush! facilitates daily communications as well as emergency communications with one App. There are Apps that only support emergency calling and texting. Single purpose calling and texting Apps are always under utilized and the investment that goes into these single purpose Apps are not cost justified over time. Our research also shows that when educators, students and parents go to one place for their school communications, it makes them much more engaged!



## Balu Kadiyala

Busy Dad, Tech Guru, Founder  
balu@schoolrush.com  
312-523-6158