



## NATIONAL NOTIFICATION NETWORK

one call - reaches all



### 3n Notification System for Schools & Daycare Facilities

**“Communication is the number one thing parents say they want from their child’s school during an emergency or disaster.”**

#### → BENEFITS OF 3n FOR SCHOOLS & DAYCARES

The facts are chilling. During the past decade, more than 300 school-associated deaths have occurred on or near school campuses in the U.S. The Columbine High School tragedy, the events of 9/11, bomb threats, and natural disasters such as floods, earthquakes, hurricanes, wildfires and major snowstorms all illustrate the fact that emergencies can strike without warning.

As a result, schools are becoming increasingly aware of the risk of being affected by a major crisis, and of the need to plan for such an event. But emergency preparedness is more than having an evacuation plan and a lockdown procedure. The ability to notify parents, contact emergency responders, and mobilize teachers and staff in a quick, efficient and reliable manner can save lives, prevent injury, and minimize property damage. Clearly, communication is the key to successful crisis response.

Yet despite the fact that the “No Child Left Behind” amendments to the federal Title I program contain extensive provisions for parental involvement, and that many daycare parents evaluate facilities based on their crisis communications plans, most schools’ emergency response procedures do not include effective parental notification. Administrators admit parents are most likely to learn of an emergency at their child’s school from radio or television news media, or from other parents, than from the school itself. At best, schools and daycares rely on antiquated telephone trees, which are notoriously unreliable and time-consuming.



With the ability to notify one, ten, or thousands of people within minutes on multiple voice and text devices, 3n provides a better way. Parents gain the peace of mind that comes from knowing that if a crisis does occur, the adults who have been charged with the care of their children can contact them at a moment’s notice. Schools are given the power of rapid communication, and the freedom to concentrate on the critical business at hand—ensuring the safety and education of our nation’s children.

#### → NATIONAL NOTIFICATION NETWORK (3n)

In emergency situations—when seconds matter—schools and daycare facilities need a fast and reliable means of notifying parents. 3n, an Application Service Provider (ASP), meets this need by dramatically reducing the traditionally long and labor-intensive task of notifying large numbers of people into a simple, reliable and easy to execute process. The 3n Notification System is a proprietary telephony and data communications platform delivered on a subscription basis, offering unparalleled accessibility, reliability, security and scalability in a simple and cost effective manner.

Whether in an emergency or non-emergency situation, 3n subscribers can access the fully hosted ASP-based system and initiate notification simply by making one toll-free call from any landline or cell phone, or by logging on to 3n’s secure web site. The system then disseminates critical messages (predefined or created on-the-fly) simultaneously and continuously to thousands of target recipients within minutes, running through their prioritized contact paths for all voice and text devices until delivery is made. The sender’s process is complete upon receipt of real-time confirmation of message delivery.

**one call - reaches all**

**Contact every parent and staff member via multiple voice & text devices... in minutes.**



one call - reaches all

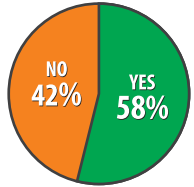
"[Schools should] create communication plans to notify families that a crisis has occurred at their child's school. These pathways should include several modes of communication. Use these pathways throughout the planning process to encourage parental input and support."

"Practical Information on Crisis Planning"  
U.S. Department of Education, May 2003



**COULD YOU NOTIFY EVERY PARENT WITHIN MINUTES OF A CRISIS?**

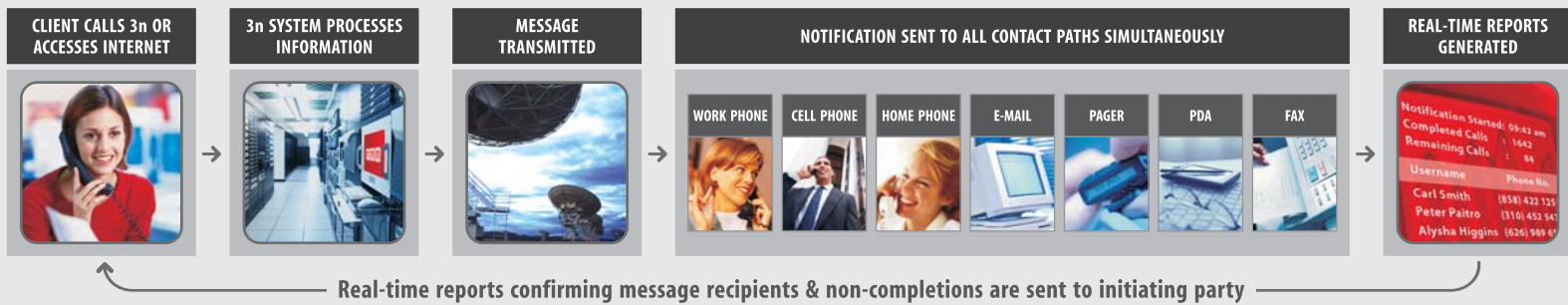
More than 40% of parents in a recent nationwide survey don't know how schools would handle emergency situations.



How Americans Feel About Terrorism and Security: Two Years after 9/11

National Center for Disaster Preparedness & The Children's Health Fund, August 2003

→ HOW 3n WORKS



Real-time reports confirming message recipients & non-completions are sent to initiating party

→ SCHOOL & DAYCARE APPLICATIONS



**Parental Notification.** Relay vital communications related to severe weather alerts, school closures, sick children, etc.



**Emergency Responders.** Contact emergency response teams & public safety organizations (e.g. police, fire, EMT, Hazmat, etc.)



**Campus Evacuation.** Notify specific floors, buildings or entire campuses when major disasters hit



**Truancy Monitoring.** Track and get timely feedback on absent or truant students



**Substitute Staffing.** Mobilize substitute teachers to meet demand; reschedule or cancel shifts



**PTA Communications.** Deliver meeting announcements, newsletters, bulletins, fundraiser and other event information



**Team Updates.** Communicate game times, practice reschedules and cancellations, etc.



**Remote Polling.** Obtain valuable parent input with active feedback feature (e.g. Press 1 if you support Initiative A; Press 2 if you oppose)

→ EXAMPLE OF 3n USE: WILDFIRES THREATEN SCHOOLS

Every year, schools and daycare facilities across the country are affected by severe weather and disasters specific to their region. Snowstorms and hurricanes pound the East coast, tornadoes and floods ravage the Midwest, and wildfires and earthquakes threaten the West coast. Educators and daycare providers know that school closures and evacuations due to weather and natural disasters are almost inevitable.



Using the 3n Notification System, a Southern California school administrator, for example, can notify parents when a school is threatened by raging wildfires. A single notification can assure them of their children's safety, the arrival of firefighters, the forthcoming evacuation, and the time and location to pick up their children... all within minutes. Moreover, a follow-up message can be sent to parents, updating them on the condition of school facilities and whether or not school will be in session the following day. 3n helps schools keep parents in the loop, eliminating frantic calls to the school, putting minds at ease, and bringing order to chaos.

→ WHY CHOOSE 3n?

- ✓ Only system with multiple accesses via web interface and live operator and automated voice response system
- ✓ Only system allowing administrators to both manage member data and delegate authority to multiple administrators
- ✓ Only system allowing parents & staff to manage own contact information, prioritize contact order, and differentiate between emergencies/ non-emergencies
- ✓ Delivers messages via more devices (landline, wireless phone, pager, SMS, PDA, Blackberry, fax & email) than any other system
- ✓ Full corporate sponsorship available for qualified schools & daycare facilities
- ✓ Significantly faster message delivery with ASP model providing access to thousands of phone lines and economies of scale
- ✓ Inexpensive solution with no hardware/software purchase and no fixed costs from maintaining phone lines
- ✓ Real-time reporting of message receipt, non-completions, broadcast history & member participation
- ✓ Frees key personnel to perform other critical tasks during emergencies
- ✓ Reduces risk of human error - total automation of notification procedures, complete with verification

NATIONAL NOTIFICATION NETWORK

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Notify parents & staff quickly and efficiently with the 3n Notification System.  
For a **FREE demo** and more information, call toll-free **(888) 366-4911**.

