

# ▶ BrightArrow® Digital Voice Dialer

## Detailed Product Description

Digital Voice Dialer is a hosted, Web-based automatic dialer and mass notification system. It is a powerful yet easy-to-use auto dialer designed to dial and speak to people on their cell phones, home phones, associated voice mails and answering machines. Digital Voice Dialer also bursts out SMS texts and e-mail messages.

For voice calls, the system automatically calls phone numbers and speaks pre-recorded messages to the person answering. If the call goes to voice mail, the system waits until the beep before leaving the message. Calls can be launched manually from the Web interface, scheduled for the future, launched via a dial-in toll-free number, or programmed to launch automatically on a pre-defined periodic schedule (for purposes such as attendance or lunch balance calls).

Digital Voice Dialer allows the user to launch notifications to any number of lists or groups, from an all-district list to individual schools to smaller groups as needed by authorized school or district administrators. The user permissions and associated dial lists can be managed by the system administrator, and individual users can record messages and edit and manage their own lists without having access to others' lists or reports.

To request a list demo, a price quote, or with specific questions about Digital Voice Dialer, reach us at 800-649-9660 or Sales@BrightArrow.com.

Select	Last Sent	Message Updated	List Size	Edit	Name
<input type="checkbox"/>	8/10/10	2/26/12	878		Adams Elementary All Students
<input type="checkbox"/>	9/13/10	1/21/12	41		Adams Elementary Faculty and Staff
<input type="checkbox"/>	6/7/10	2/6/12	167		Adams Elementary Grade 1
<input type="checkbox"/>	---	1/19/12	163		Adams Elementary Grade 2
<input type="checkbox"/>	---	2/4/12	153		Adams Elementary Grade 3
<input type="checkbox"/>	---	8/31/11	147		Adams Elementary Grade 4
<input type="checkbox"/>	---	8/23/11	149		Adams Elementary Grade 5
<input type="checkbox"/>	---	2/11/12	108		Adams Elementary Grade 6
<input type="checkbox"/>	8/10/10	8/25/11	283		Adams Elementary Spanish Speaking Homes
<input type="checkbox"/>	2/14/12	2/13/12	8		Daily Attendance Calls
<input type="checkbox"/>	12/5/11	None	390		Daily Tardies
<input type="checkbox"/>	2/18/12	2/14/12	2		Emergency Alert Team
<input type="checkbox"/>	2/26/12	2/26/12	1		Free Community Portal (Free Portal)
<input type="checkbox"/>	7/19/11	9/19/11	1047		Late Start for Weather
<input type="checkbox"/>	3/24/11	1/11/12	2		Lunch Balance Negative
<input type="checkbox"/>	Dialing	2/20/12	9		School Board

### System Overview: Parent Notification in Schools

The BrightArrow system operates from hosted servers, located in secure, geographically dispersed locations. The service is available for usage 24x7x365 to authorized users via its secure Web interface. The system also includes a toll-free dial-in number for launching calls by entering the ID and password for a pre-configured list and recording the message during that call.

Digital Voice Dialer can load data from your student database in multiple ways: (1) For any Student Information System that allows a real-time sync, database access, or generates automated reports (i.e., PowerSchool, Infinite Campus, Aeries, School-Wise, Skyward, DASL, PEIMS, etc.), the data loads hands-free via automated daily or hourly synchronization, and (2) It reads exported reports from student databases that produce comma-separated or tab-delimited text files. Contact data, attendance information, and other relevant information is easily loaded (and in the case of attendance, automatically called).

The system has no limit as to the number of phone numbers associated with each student, and can deliver the messages at very fast speeds. For voice messages, the BrightArrow system reliably speaks the full message upon a live answer and leaves a full message after the beep of a voice mail. When it hears a busy signal or no answer, it will retry two more times at 30 minute intervals, and those settings can be adjusted by the user.



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## Feature List Overview.

- Quickly calls, e-mails and texts to mass deliver messages to all parents, faculty, and staff.
- Because the system uses top tier phone connections, it delivers the crispest, clearest audio on the market.
- Allows an unrestricted number of phone numbers and e-mail addresses for each student, faculty and staff member.
- An authorized user can submit messages either from the secure Web interface or by dialing into a toll-free number with the appropriate codes.
- The user-interface has been designed to work well on any Web-equipped computer as well as iPhones, iPads and Android smartphones.
- The user can choose any combination of voice, e-mail and text messages when they create the message that they want to send out.
- Includes full on-line context sensitive help for the different Web pages, as well as a PDF file so that the instructions can be printed out.

## User Accounts.

The system administrator can create an unlimited number of users to separate and control access to different groups, lists, and reports.

Each user account as well as each list can be assigned a default Caller ID, such as the building site's phone number or an attendance hotline, and that number can be overridden by authorized users if necessary.

The system allows shared lists and groups to be available to different users, including read-only access links, as determined by the system administrator.

Because of the ease of use, ease of deployment and no user limitations, many schools and districts empower individual teachers to use the system to reach out to selected parents of their students on a regular basis.

Since there are no limits as the number of user accounts, teachers and extracurricular coordinators can all have their own logins so that they send messages to their own students.

## Groups and Sub-Groups.

A distribution list can be separated into sub-groups based on multiple simultaneous data values, such as building, grade, or home language. There are no limits as to the number of sub-groups, as long as the sub-groups' contacts are students, staff or faculty.

The user can choose a single group (or sub-group), or multiple groups, with which to record or type a message and launch a call.

Whenever the master list is updated (via a database sync, manual import, or manual edit), the linked sub-groups are automatically updated.

A user can check or uncheck any members of a group to dynamically create an ad-hoc subset of the group for the next upcoming notification.

Duplicate phone numbers in a list (or spanning groups) are not called – the subsequent dial report identifies them as "Duplicate: Not Called."

Sub-Groups can be based on a filter query, encompassing any combination of fields loaded from the database, including, but not limited to, school building, grade, bus route, home language, gender, home-room teacher, or extracurricular activity.

GROUPS AND SUB-GROUPS



USER ACCOUNTS



### Screen image showing Subset List Filter

Here you can create a Subset List that is a permanent filter of another list (the 'Master list'). This Subset List is automatically updated every time the Master List changes.

New list name: 5th Grade

Keep linked To Master List: Adams Elementary All Students (878 entries)

Choose filters to define subset of list

Building = 155  
Grade = 5

<< Add <<      >> Remove >>

Grade: [dropdown]  
Is equal to: [dropdown]  
Value to match: 5

OK      Cancel

Operations such as creating or launching a message can span lists, although if multiple lists are commonly grouped together, creating a "Superset List" makes it easy to select them together with a single mouse click.



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## Editing Lists and Contacts.

Any authorized user can create lists by importing a data file in comma-delimited or tab-delimited format.

When doing a manual import, the system automatically determines the field mapping based on the content of the fields (it accurately can differentiate first name, last name, full name, phone number, and e-mail address). If special fields are included to facilitate sub-groups, those field mappings are easily designated in the Import page.

Lists, groups, and sub-groups can also be exported to comma-delimited files.

Users can add, remove, or change settings for lists for which they have permissions.

A user can edit an existing contact simply by adding, editing, or deleting contacts, or temporarily disabling individual contacts they do not want to call at that time.

The screenshot shows the 'Edit Contact' interface. At the top, there are 'Logout' and 'Help' links. The main form contains the following fields and options:

- First Name: Hailey, Last Name: Mills
- Contact ID #: 25330, Portal Login: [empty]
- Text/Voice section:
  - Phone No. 1: 4258150569, Building: 255
  - Phone No. 2: 828-203-2099, Grade: 4
  - Phone No. 3: 828-298-0299, Language: Spa
- E-mail section:
  - E-mail 1: hmills@PlentyMills.com, Bus Route: 32A
  - E-mail 2: [empty], Custom: Franks
- Other Phones and E-mails section:
  - 8286232039
  - 2523092039 (highlighted)
  - 252-309-2039

Each contact can have many phone numbers and e-mail addresses. For voice notification, the authorized user can choose whether to call all of the numbers, a specific number, or the primary number and only secondary numbers if no message could be delivered to the primary number.

The user can choose the *From* and *Subject* fields of e-mails for e-mail notifications.

The number of retries for undelivered calls, and the period between retries, is programmable by the user.

## Message Creation and Delivery.

The system can deliver a large number of simultaneous calls, with the limit typically the capacity of the carriers. The BrightArrow system automatically spreads out the calls among the telephone exchanges to minimize the chance of overloading any particular local carrier's telephone circuits. Non-emergency (informational) messages are typically delivered slightly more slowly to minimize the load on the local telephone carriers, but those speeds can be adjusted by your system administrators.

Voice Messages can be either: (1) Pre-recorded using the user's telephone, (2) Spoken using Text-to-Speech from a user's typed message, or (3) A multi-part message that may include any desired mix of pre-recorded, typed, and generated parts (such as a student's name and absent periods in an attendance call or a balance due in a lunch balance due call).

While recording a message over the telephone, a user can play it back and re-record during that call, and afterwards they can also preview and replace that message. The message may be previewed over the telephone or the computer speaker.

### Four quick steps to create and launch a message:

1. Click on the list (or lists) to which you want to send the message,
2. Click on Create Message to choose which type of message (any combination of voice, text, e-mail),
3. Record or type the message (or both), and
4. Click Send Message Now or Schedule Message.

Recording messages over the telephone can be either done by the system calling your telephone (including extension), or you can call into a toll-free number to record the message.

An authorized user can designate the start and end times of a sending window for each message, or send a message immediately.

The message creation page includes a notepad for transcribing and saving the message contents, a well as an advanced feature for importing and exporting audio files.

When delivering the message, the system displays the Caller ID of the school or a user-provided phone number (such as an attendance line or a coach's cell phone).



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## Message Creation and Delivery (cont.).

Uses a uniquely reliable algorithm for accurately detecting when to speak a message to a live person and when to start speaking a voice mail message, assuring that the voice speaks immediately upon a live answer and yet leaves full voice mail messages.

Voice message recipients can replay the message by pressing the Star Key.

Upon clicking the "Prior Messages" button, all messages recorded or typed at earlier times can be reloaded and previewed.

Depending on the urgency and purpose of the message, it can be delivered immediately to all contacts (phone numbers and e-mail addresses), specific phone numbers (such as the primary home number), or even follow a contingency algorithm that dials the first number, and only goes on to the subsequent number for that contact if it cannot deliver a message to the first number.

Allows a "No Call List," plus a mechanism for preventing the accidental scheduling of calls late at night.

A "CC" feature is available so that you can designate specific administrator phone numbers or email addresses to always receive all notifications sent to selected lists, regardless of the list members.

The BrightArrow system delivers past automated Caller ID blocking mechanisms by delivering the school's proper Caller ID, and bypasses artificial "disconnected number" signals used by call blocking devices like "TeleZapper." If a person wants to be on a school or district no-call list, however, the BrightArrow system reliably honors that request.

Export to these formats, (2) Deliver a text-file report to a local drive or ftp site, or (3) Provide ODBC database access.

If report files are generated within the local network, BrightArrow can provide (at no additional charge) an automated secure transport mechanism to send that data to its servers for integration and automatic dialing when necessary.

## Multi-language Support.

Can read the home language field of the student database to determine a parent's preferred language.

Messages that are typed in English can be automatically translated to and spoken in supported non-English languages (such as Spanish and Mandarin).

Messages can be recorded or typed in multiple home languages to be delivered to the homes that speak that language.

The correct translation and pronunciation of the text-to-speech engine for those languages can be validated with a Preview function.

## Reports.

Transmission reports, available immediately upon the notification commencing, show details for each message attempted, including message type (voice, e-mail, text), date/time, delivery status ("live answer", "voice mail" "busy", "unreachable", "no answer"), list name and message text. Each report includes a summary total and graph.

## MULTI-LANGUAGE AND REPORTS

▶ The system administrator has access to all the users' reports, and individual buildings, departments and users have access to their own reports.

Any phone number, email or name can be searched within a single report or spanning all reports.

Reports are available online for at least one year – longer if requested by the school or district.

Individual dial reports, and even the master dial report (of all calls made in the past year), can be exported as an Excel spreadsheet, a PDF file, a Word file, or printed.

If you choose, you can have the report automatically e-mailed to any number of administrators.

## DATABASE INTEGRATION

### Database Integration.

Distribution lists acquired directly from your Student Information System (using one of BrightArrow's automated synchronization mechanisms) can be automatically broken into sub-groups based on any fields, such as building, grade, home language, or other criteria designated by the list owner.

Can schedule automatic daily or periodic calls for attendance or lunch balances.

In addition to direct synchronization with most Student Information Systems, the BrightArrow system can also manually import files in CSV (comma separated values) or tab-delimited format. The system is compatible with all programs that can either: (1)



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## Parent Portal

An optional Parent Portal for the purpose of updating notification numbers and e-mails can be made available to parents. If provided, a special link from your web-site can point to the Parent Portal.

If used, the Parent's login identity can be tied to the parents' primary e-mail address, or another field that you choose.

The Parent Portal's user interface can be customized to fit the school or district's Web identify (such a logo and name).

Once a parent registers and gives a password into the Parent Portal, they can login and change their contract information without others having access to their contact information.

Once registered, the Parent can ask the system to e-mail them their password if they have forgotten it.

A report is available of changes made by parents so that the your system administrator can retrofit those changes back into your student information system if they choose.

A special "Free Community Portal" option is available that provides anybody who requests an e-mail and/or text message of notifications designated to that group. The system has no license limits for this feature, so anybody in the community can register for this notification if you choose to use it.

## Survey Features

Text-based surveys can be conducted and the system will automatically generate reports based on the results of the survey.

## Emergency and Anti-Bullying Hotline

Your school or district can have one or more dedicated phone numbers that are specifically for the purpose of two-way emergency notification.

The students, parents and staff are told about the dedicated phone number, and whenever anybody calls into or text to that phone number, the voice message or text message is immediately distributed to everybody designated by the school or district as the Emergency Response Team. If anybody on the Emergency Response Team replies to the text or

voice message, the originator receives the reply, as well as the other members of the Emergency Response Team.

This two-way emergency response feature is ideally suited for a two-way Anti-bullying hotline, or any other emergency response need where a one-to-many two-way communication mechanism will improve the response to emergency and serious situations.

## Functionality Detail.

This section provides further details regarding the operation of some of Digital Voice Dialer's key functions. This is not a full feature list, just examples of how to use some of the more common features.

### Types of Messages.

#### a) Emergency Messages.

The BrightArrow system can deliver urgent or emergency messages quickly, and can send those messages to all of the phone numbers and e-mail addresses available for each student and staff member, via texting, voice and e-mail. Here are some fast and easy options for launching an emergency communication:

1. Pre-planned emergency conditions. If the condition can be anticipated, the pre-recorded message and condition will be an option that appears immediately upon Web login. In this case, the emergency message is dialing after only 3 mouse clicks (after login). Specifically, the user logs into the Web interface with their normal User Name and Password, they click on the chosen emergency condition, click "Start dialing now," and the call goes out immediately. The message can be launched within 2 seconds of logging in.
2. If they need to create a new message for the emergency condition, it is still extremely fast with the Web interface. Upon login, the user chooses the group to receive the message, clicks on Create a Message, types the message, clicks OK, and clicks Start Dial Now. In roughly the time it takes to type the message, they can have the emergency call launched. They can also record a voice message through the interface.



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- Reverse-911 capabilities are included through use of a toll-free number. Once the system is set up, the student and staff contact records are automatically uploaded to the BrightArrow hosted database nightly. At any point, authorized school personnel can call the toll-free number, enter the desired list code and password, record a message, and the call immediately launches to all members of the list. Your system administrator can designate which groups will be provided Reverse-911 capabilities for, and from that point forward those calls can always be made from any telephone in times where Internet or power is unavailable.

## b) Informational Messages.

An authorized user can choose the groups they would like to notify, can record (over a telephone) or type a message, launch the notification immediately, or schedule the notification for any point in the future. If the message is typed, a computer voice will read back the message to the call recipient, and the system can even translate a typed message to Spanish if that is the home language field designation.

Depending on the type of message, the user can decide to only dial a single number (they can choose which phone to use), or all phone numbers, or a third option where it conditionally tries the first number and only goes on to alternate numbers if a message could not be delivered to the first number.

## c) Automated Attendance or Lunch Balance Collection Messages.

Digital Voice Dialer can automatically receive the daily attendance report from many student information systems (such as PowerSchool, Infinite Campus, Skyward, Aeries, DASL, etc.), parse the report to identify the unexcused absences and tardies, and launch notifications without any human intervention.

If the student information system does not automatically create the report, it is still fast and easy to load the daily attendance list into the BrightArrow system.

The student's name (first name or full name), the school's name, the current date, the periods absent, and other information can be automatically

spoken in the attendance calls. The system can even look at the number of absences to identify which message to speak. It can also speak different messages based on the home language.

The daily unexcused absence (or tardy or leave-early) calls can be automated for any time each day, as those files are pushed on schedule each day to BrightArrow's hosted server via a secure connection. The BrightArrow system then calls each of those numbers to report the absence, optionally can speak the student's name in the call (it can be a pre-recorded, TTS, or blended multi-part message), and generates a daily report of the calls made and attempted. Each school can have their own message, can choose their time for the attendance calls, and will receive the appropriate report.

Other types of automatically generated calls, such as lunch balance collection calls or library fee calls can also be scheduled to happen on a regular basis (based on the availability of that information in the database), and can also optionally speak details for each particular student within the call.

## Phone Call Settings, Default Overrides.

Any valid U.S. Caller ID number can be displayed to the call recipient. The default Caller ID is defined for each building or user when the user or list is configured, but that Caller ID number can be overridden with another for any particular list.

### Screen image for adjusting Phone Call Settings.

Phone Call Settings	
Number of Retries upon Busy or No Answer	2
Minutes between Retries upon Busy or No Answer	30
Dial Speed (calls/minute)	200
Which Phones to Call For Each Contact	
<input type="radio"/> Call specific numbers	
<input type="checkbox"/> Phone 1 <input type="checkbox"/> Phone 2 <input type="checkbox"/> Phone 3	
<input checked="" type="radio"/> Call all numbers	
<input type="radio"/> Try first and then onward until delivered	
Display this Number as Caller ID 4255582100	

## Methods to launch a notification

At any time, the system can be accessed at <https://target.brightarrow.com>, or using the toll-free dial number that is provided for each configured list. System access is 24x7x365.



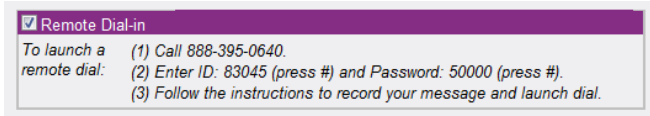
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## a) Dialing in to a toll-free phone number.

BrightArrow allows authorized users to dial into the system, enter their list code and password, and launch a call immediately.

**Screen image for viewing a Dial-in ID for a particular list:**



**Here is the exact dial-in sequence (after writing down or printing the list code received when the system is first set up):**

- a. User dials: 888-395-0640
  - b. System: "Welcome to BrightArrow Remote Notification. Please enter your ID followed by the pound key."
- c. User enters list ID, and presses #.
  - d. System: "Please enter your password followed by the pound key."
- e. User enters password, and presses #.
  - f. System: "Please record your message at the beep. End by pressing pound."
- g. User records the message, and presses #.
  - h. System: "To accept and launch dial now, press 1. To review your recording, press 2. To re-record, press 3. To cancel, hang up."
- i. User presses 1
  - j. The system launches the notification immediately.

## b) Launching a call through the Web page.

When an authorized user logs into Digital Voice Dialer, they immediately view the groups for which they have access. Upon initial configuration, those groups are automatically broken down by building, grade, and home language. Therefore, most users can simply click on the group or groups they want

to reach, record a message, and launch (or schedule) the call. More sophisticated users can also select individual contacts or other sub-groups that they dynamically generate from the standard groups.

**Here are the steps for using the Web interface for launching calls:**

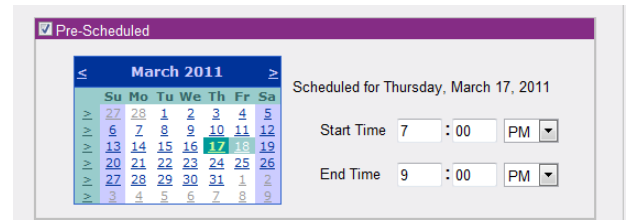
1. Log into <https://target.brightarrow.com>
2. Click on the group or groups you would like to reach (or simply click on any pre-configured emergency dial message list that already includes the group's contact information).
3. Click on "Create a message" to type or record a message from their phone.
4. Launch the call by pressing "Send Message Now".

With only a few clicks and the time it takes to record or type the message, the call can be launched.

## c) Pre-scheduling messages.

The system allows the user to launch a call immediately, or to pre-record as many messages as they choose for future delivery. For any particular message, they can associate it with a list and pre-schedule as early as a year in advance of its expected dial time.

**Screen image showing Pre-Schedule options:**



The interface allows for a pre-scheduled time (start and end time) for any desired notifications. Once the pre-schedule is defined and activated, the system will wait until that time before launching the calls, e-mails and texts. If the end time is reached before the voice redials are complete, the dialing ends, the report is generated, and the list is marked as incomplete.

If a daily notification is set up (such as for absences, tardy students, or overdue lunch balances), the time range of that notification can also be pre-scheduled.



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## d) Automated daily or weekly messages

The system also allows a specific time each day or week to automatically load data and launch calls without user interaction. The calls can play a pre-recorded message, or a message that embeds call-specific information such as a student's name for attendance calls or a dollar amount for lunch balance collection calls.

## e) Pre-planned messages

You can pre-record messages to prepare for events such as weather cancellations, delays, early dismissals, test reminders, report card announcements, parent teacher meeting reminders, or any other event that may happen periodically. If you pre-plan for the message, you can create a special list that contains the pre-recorded message and links to the correct notification group.

When it is time to launch the pre-planned message, here are the entire set of steps:

1. Login to the <https://target.brightarrow.com>.
2. Click on the list name (such as "School Cancelled").
3. Click on *Send Message Now*.
4. Message is delivered.

## Message Creation.

The creation of the message is fast and easy. The user can choose any combination of voice, e-mail and text messages. With a voice message, they can choose between pre-recorded voice, text-to-speech (computer) voice, or multi-part messages (most commonly used for speaking student names in attendance calls or overdue lunch balances).

## Recording a voice message.

When messages are recorded from the telephone, the voice interface provides a mechanism for reviewing and re-recording the message.

This is the specific audio sequence used with the recorded message from the Web interface (almost the same sequence occurs when calling the toll-free number to launch an emergency call):

- a. From the Web interface, the user enters the phone number (and extension if appropriate) of the phone they want to use for recording. It remembers that phone number for subsequent recordings to further

speed up the process. Upon clicking "Record Message," their telephone rings and they hear:

- b. System: "Please Press One to Record."
- c. User presses 1.
- d. System: "Please record your message at the beep. End by pressing pound."
- e. User records the message, and presses #.
- f. System: "To accept and launch dial now, press 1. To review your recording, press 2. To re-record, press 3. To cancel, hang up."
- g. User presses 1, 2 or 3.
- h. Once the user presses 1, the Web interface displays the message "Recording Complete."

After the recording is complete, the user can always go back to the message and press the Preview button. They can choose to have the message call a telephone and play over the phone, or simply play over their computer's speaker. At any point, they can re-record a message by clicking "Record Message" in the Create Message page.

## Screen image of the Create Message page:

The screenshot shows the 'Create Message' page in the BrightArrow system. At the top, there are logos for BrightArrow Technologies, Inc. and a 'Logout' link. The main heading is 'Create Message' with a 'Help' link. Below this, a blue box displays 'List Name: Adams Elementary All Students'. The form is divided into several sections:

- 1. Choose the type of message to send:** Includes checkboxes for 'Voice Call' (checked), 'E-mail' (checked), and 'SMS Text' (unchecked). Under 'Voice Call', there are radio buttons for 'Recorded Voice' (selected), 'Text-to-Speech (computer voice)', and 'Multi-part Message'.
- 2. Choose how you want your message to be recorded:** Includes radio buttons for 'System calls your phone' (selected) and 'You dial into a toll-free number'. Below this is a text field for 'Enter your phone number, and press "Record Message."' with 'Phone number' 425-890-4182 and an 'Ext.' field. A 'Record Message' button is present.
- 3. Type your message here (for e-mail and/or computer voice):** A large text area containing a sample message: 'This is a message from Adams Elementary reminding parents that tomorrow, February 29, is an early-release day. Students will be released at 12:30pm tomorrow. To hear this message again, please press Star. Have a good evening.'
- Load Earlier Message:** Buttons for 'Prior Messages', 'Import Audio File', and 'Import HTML E-mail'.
- Preview Options:** Buttons for 'Preview to Phone' and 'Play/Export Recording to Computer'.
- 4. Choose the next action for saving or delivering this message.** Buttons for 'Schedule Message', 'Send Message Now', 'Save', and 'Cancel'.



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## Import Features.

In addition to distribution lists that are automatically received from your user database, users can import lists that are either comma-delimited or tab-delimited text files. In this case, the BrightArrow system intelligently determines the type of data in each field – the user is not required to match up the columns with the data types. For example, the BrightArrow system can differentiate between first name and last name fields by automatically invoking a statistical analysis with the help of a table of common first names.

## Message Sent Reporting.

From a list of completed dials (identified by name and date/time), the user can view the report on screen and download the report in PDF, Excel, comma-separated, and Word formats. Each line of the report contains, for each attempted recipient:

- Date/Time of attempted communication
- Result (voice mail, live answer, busy signal, no answer, invalid number/e-mail, etc.)
- Duration of connection
- Last name, First name
- Student ID
- Communication point (phone number, e-mail address)

Each completed dial's report also includes the following summary information:

- List name and other general list information in header
- Any notes or text entered related to the message
- Graphical and Numeric Summary report at bottom, including:
  - List name
  - Size of list
  - Total number of call attempts (if voice calls)
  - Percent attempted
  - Total live answer messages delivered
  - Total voice mail messages delivered

- Total number of duplicate numbers not dialed
- Total unsuccessful
  - Unsuccessful Busy
  - Unsuccessful Ring No Answer
  - Unsuccessful Unreachable (encompasses bad phone number, temporarily unreachable phone number, disconnected phone number, other failure conditions)
- Total number of SMS texts
- Total number of e-mails

## Screen image of a Report page:

The screenshot shows the 'Reports' page in the BrightArrow system. It includes a search bar, a 'Select Dial Time and List' dropdown menu, and a table of call results. Below the table is a 'Messages Sent Summary' bar chart.

Date and Time	Call Result	Dur (sec)	Contact ID	Name	Phone/E-mail
1/24/12 8:00 pm	Not done: Duplicate	0	64	York	366
1/24/12 7:01 pm	Complete (vm)	109	67	Your	866
1/24/12 6:57 pm	Complete (live)	85	67	Your	366
1/24/12 8:00 pm	Not done: Duplicate	0	67	Your	866
1/24/12 8:00 pm	Not done: Duplicate	0	67	Your	425
1/24/12 6:45 pm	Complete (vm)	104	67	Your	366
1/24/12 8:00 pm	Not done: Duplicate	0	67	Your	366
1/24/12 8:00 pm	Not done: Duplicate	0	67	Your	366
1/24/12 8:45 pm	Complete (vm)	93	60	Your	206
1/24/12 8:00 pm	Not done: Duplicate	0	60	Your	206
1/24/12 7:01 pm	Complete (live)	85	67	Your	503
1/24/12 6:55 pm	Complete (vm)	91	67	Zaffr	366
1/24/12 8:00 pm	Not done: Duplicate	0	67	Zaffr	366

**Messages Sent Summary**

Total Message Attempts: 2,379

Live Calls Delivered	647
Voice Mails Delivered	447
No Answer (w/retries)	521
Busy (w/retries)	9
Duplicates Not Dialed	619
Unreachable (w/retries)	136
E-mails Sent	0
SMS Texts Sent	0



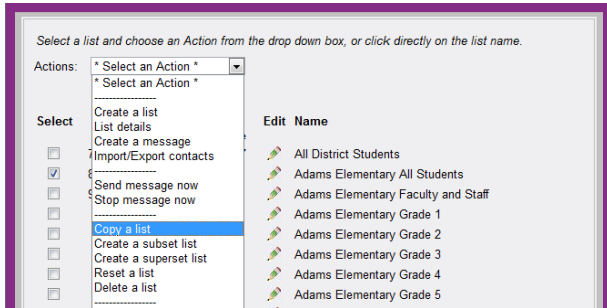
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## List Management.

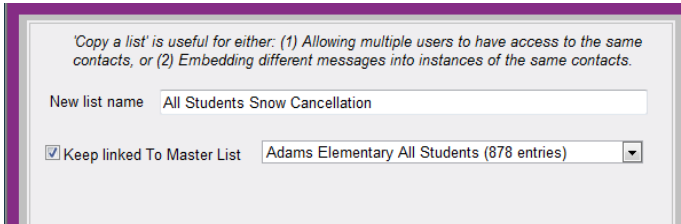
Digital Voice Dialer lets you create list copies, list subsets, and even consolidations of lists called Superset Lists. Any of these variations of your lists can be linked or unlinked, and the combination of Linked Lists, Subset Lists and Superset Lists gives you a wide range of ways of configuring your BrightArrow system for fast use.

A Linked List has its own characteristics, such as a special message attached (like a snow cancellation message), and special settings. By being linked, the actual contact information matches its source list, and is re-



freshed every time the source list changes.

To create a Linked List, you first click on the list you want it to link from (using the checkboxes in the left



edge of the My Lists page), and click the "Copy a list" menu item.

If you retain the default setting of the new list being linked to its source list (the Master List), that new list will reflect all subsequent adds, edits, and deletes of contact information from the source list. If in this linked copy you record or type a specific message, then that message and the list are configured and ready to be used fast. For example, if you configure a "Snow Cancellation" list that way, you can cancel due to snow with two mouse clicks (or iPhone taps) after you login.

Digital Voice Dialer also gives the user the flexibility to create as many sub-lists (called **Subset Lists**) as they choose based on whichever field filters are chosen.

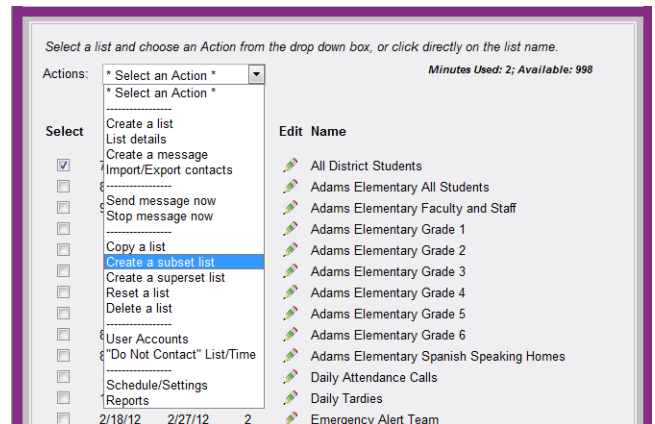
As opposed to notification systems that require you to identify the filters each time you do a notification, the BrightArrow system remembers the filters in the form of a **Subset List** so that the filter only needs to be defined once for subgroups that are used repeatedly.

To describe the details of setting up and using Subset Lists and Superset Lists, we will describe the setup process (done only once), and the daily usage steps.

## Initial Setup.

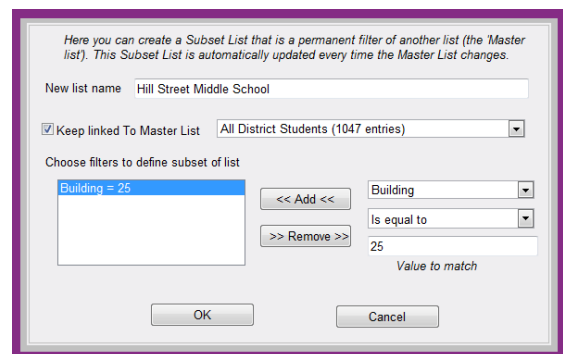
### Setup Step 1. Define commonly used Subset Lists.

From the main My Lists page, click on the All District Student lists that appeared from Step 1, and click on the menu item "Create a subset list."



### Choose your filter rules.

You can create as many Subset Lists as you choose. They can be based on any combination of criteria that is loaded from your Student Information System, including building, grade level, home language, bus route, home-room teacher, classes taken, or even extracurricular involvements.

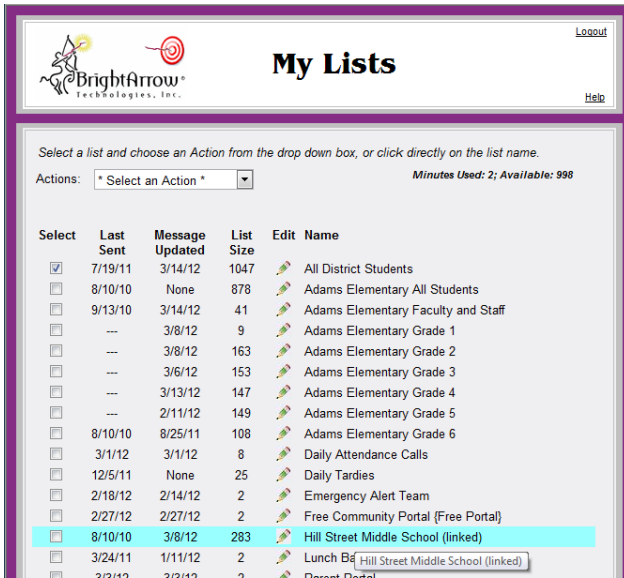


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## Step 2. Subset List Setup Complete.

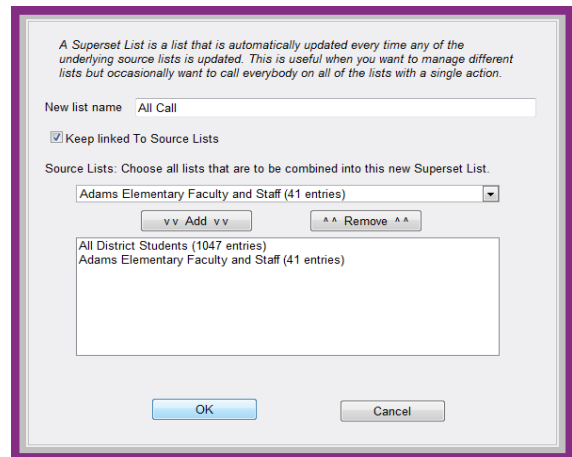
Once a Subset List has been identified, it remains in the user's My Lists page unless they remove it. The Subset List always contains the latest student contact information from your database synchronization, so once it is set up it is not necessary to maintain that list. You can also assign any list, Subset List, or Superset List to individual users or departments.



If, however, you commonly choose multiple lists together, such as separate Students and Staff lists to do an "all call," you can easily define a Superset List that is the combination of other lists that are managed or loaded separately.

Configuring a Superset List is simply a matter of giving it a name and then identifying all of the source lists that are combined together to create the Superset List. The most common usage is if you have an all student list and all staff list from different data sources, they can be both "source lists" for an "All Call" list using the Superset list feature.

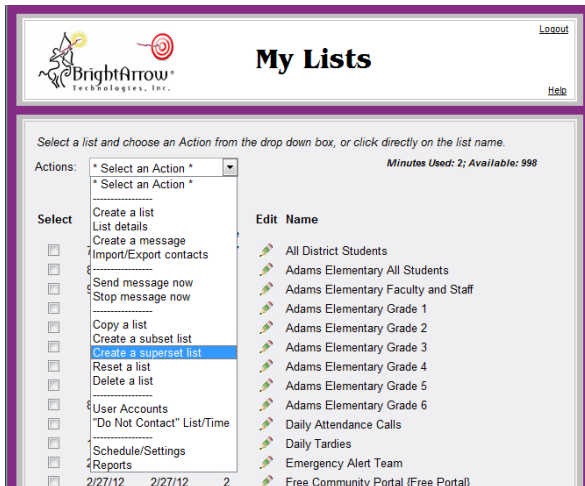
## SUPERSET LISTS



## USING SUBSET LISTS

### Setting Up Superset Lists.

When sending a message to different groups at once, all that is necessary is to click on the checkbox to the left of the lists, click on Create a message, record or type the message, and click on Send Message Now.



Subset Lists and Superset Lists give the administrator user the ability to set up filters in advance and assign the resultant lists to the appropriate users, making it fast and easy for them to launch a notification.

### Usage of Subset Lists or Superset Lists.

Whenever you would like to send a notification to a Subset List or a Superset List, you simply:

- (1) Login.
- (2) Click on the Subset List.
- (3) Click on **Create Message** to record or type a message.
- (4) Click on **Send Message Now** or **Schedule Message**.



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