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|  | LOWER MERION TOWNSHIP POLICE DEPARTMENT Ardmore, Pennsylvania | |
| | Policy 3.19.3 | |
| Subject: | | Distribution: |
| Blackboard Connect Mass Notification System | | All Personnel |
| Date of Issue: | Expiration Date: | Rescinds: |
| 08-14-2017 | Until Amended or Rescinded | Policy 3.19.3 (06-01-2014) |
| References: | | |
| CALEA: N/A; PLEAC: N/A | | |
| By Authority of: | | |
|  | | Superintendent of Police |

PURPOSE

The purpose of this policy is to establish a procedure for the use of the Blackboard Connect Mass Notification System.

POLICY

It shall be the policy of the Police Department that only authorized personnel release information via Blackboard Connect. The authorized personnel must ensure that the information released is on a fair and consistent basis which protects the dignity and privacy of victims and witnesses. The information released must not compromise the integrity of criminal investigations.

DEFINITIONS

- A. Blackboard Connect** - a standardized, secure and certified communication platform for local police departments, municipalities and their agencies to communicate important, neighborhood level information to the residents of their communities via e-mails, voice and text messages.
- B. Emergency Messages** - Urgent and time-sensitive information, requiring action on the part of the message receiver.
- C. Non-Emergency Messages** - All other important and time-sensitive information, traffic and transit issues as well as any general information or non-urgent updates which are not time sensitive.

PROCEDURES

A. Transmissions

1. Access to input messages will be limited to Command Staff, Communications Center/Auxiliary Services, Crime Prevention, and the Township Public Information Officer.
2. Blackboard Connect messages shall not include the names or addresses of victims or actors. Nor shall it include any information that compromises an ongoing investigation.
3. Absent an emergency, messages should only be sent between 0800 and 2200 hours.

B. Instructions

1. Access the agency web page at www.blackboardconnect.com ; logon using your assigned username and password.
2. Click on "Send a Message"; then click "Outreach" for message type. A window will appear titled "Send a Message."
3. Enter a title for the message (eg. Theft from Auto in Bala Cynwyd).
4. Choose the appropriate recipients for the message. Under "To" click on "Select Map Area..." tab. Click on "Create New Map" tab. In the upper left hand corner of the screen, enter the "Map Name". Using the drawing tools on the upper right hand corner of the screen, outline the area of the township that you would like to receive the message.
5. Click on the "Send Settings" tab. Under the "Send to Recipient Locations" section, select "By Address." Under the "Select Contact Type", select the appropriate contact type (Select All, Residents, Businesses, Employees, or Other). Then click "Continue."
6. You will be redirected to the home page of your message; under "Delivery Mode" the phone icon will be selected. Click the "Insert Script" dropdown menu and select the appropriate script.
7. Click the "Add Voice" tab and follow the instructions provided to record your message.
8. Then select the "E-mail" icon and paste the script from the previous screen into the e-mail.

9. Then select the “Cell Phone Icon” and enter an abbreviated version of the aforementioned script. Click on the “Next” button and your message will be sent.

MISCELLANEOUS

- A. All personnel authorized to send messages via the Blackboard Connect messaging system are responsible for the content of the messages and for ensuring that their Blackboard Connect access information is kept confidential.
- B. Messages must be approved by the Unit Commander, or the ranking supervisor on duty at that time, prior to posting.
- C. All personnel assigned to attend Civic Association and/or community meetings should bring Blackboard Connect literature for disbursement at the meetings.

RESPONSIBILITY

It is the responsibility of all supervisory personnel to ensure that all personnel under their immediate supervision comply with this policy.

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