



What's the Best Investment You Can Make?

Fast, Reliable, Easy to Use

- ▶ Fully hosted and managed ASP— no hardware, software, or phone lines required
- ▶ Built exclusively for the K-12 education market
- ▶ Unlimited use, fixed annual fee— just pennies per student per day
- ▶ Tracks message delivery to all recipients with detailed reports
- ▶ Sends targeted messages in each household's native language
- ▶ Superior call routing, throttling, and load balancing expertise to navigate local telco congestion
- ▶ Over 13 million time-based messages delivered monthly
- ▶ Integrates seamlessly with most SIS's— SIF Certified



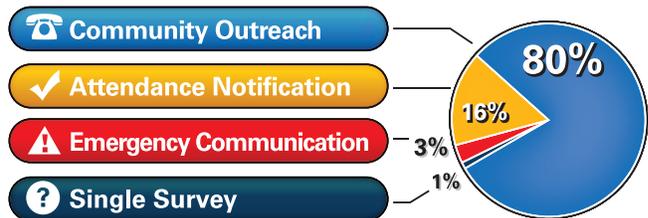
Get Connected with **Connect-ED**

The leader in school-to-parent communications, the **Connect-ED** service enables school administrators to record, schedule, send, and track personalized voice messages to thousands of students, parents, and staff in minutes. Now, you can quickly and reliably reach your entire community using just a telephone.

Improve Communication, Build Community

A powerful, integrated communications suite, the **Connect-ED** service is used most often for Community Outreach messages to build relationships with parents, staff and faculty— while significantly driving ROI.

Districts BUY **Connect-ED** for Emergency Communication—but USE it most for Community Outreach.



*“The **Connect-ED** system is the cornerstone of our communication plan. It is truly the epitome of an agile system. We’ve used it for everything from welcoming new parents to reminding staff to turn in their healthcare forms.”*

— Max McGee, Superintendent, Wilmette School District 39

The Highest Customer Satisfaction Rate In The Industry

Don't just take our word for it.

We asked Zogby International, a leading polling and public opinion research firm, for an impartial audit of how **Connect-ED** is regarded by principals and superintendents across the USA. Here's what their independent findings revealed:

"Connect-ED enjoys the highest level of satisfaction among users, with more than nine in ten of those who use the system saying they are very satisfied with the product."

Further, they found that among districts using automated systems for more than attendance purposes, "...this satisfaction level consistently grows as usage increases."

How Schools Are Using The Connect-ED Service

Connect-ED use	%
To notify parents for attendance purposes	79
To notify parents of school events	71
To notify parents of school closings	69
To notify parents of an emergency	55
To contact faculty and staff	49
To conduct surveys or polls	19
Other— e.g., lunch balances, discipline issues, grades, calls for substitute teachers, selected groups such as field trips, bus routes, etc.	3



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Regular Use Maximizes Return on Investment

Administrators nationwide rely on the **Connect-ED** service to improve attendance, increase parental involvement and notify staff, faculty and parents. For one, low, fixed annual fee, you can use it as often as you wish, and there are no long-distance charges. What's more, frequent, ongoing use of the service drives ROI with proven results.

Community Outreach

Build better relationships with parents, faculty and staff

"One elementary principal allowed teachers to record introductory greetings to all students assigned to their class prior to the School Open House. The messages gave parents and students a warm, personal greeting... Parents and students were very pleased to HEAR their teacher invite them to the Open House!"

— Steven R. Staples, Ed.D., Superintendent, York County School Division

Attendance Notification

Reinforce accountability and raise student attendance

"Using the Connect-ED system to communicate multilingual messages to our parents regarding absences, truancy, and important school site events has been very exciting. In the short time that we've utilized the system, the district has seen a 1% – 2% increase in attendance."

— Mark Skvarna, Superintendent, Baldwin Park Unified School District

Emergency Communication

Alert parents and staff quickly and reliably

"If there is an accident near a school and children are delayed in being dismissed we have to communicate with parents and staff immediately — we don't have the luxury of doing it over a 2 to 3 hour period. The Connect-ED system solves that dilemma for us. How can you not afford to have this system?"

— Dr. Joe Condon, Superintendent, Lawndale Elementary School District

Single Survey

Increase parental involvement with real-time feedback

"...Without Connect-ED's power to share real-time data to an entire community, at the same time of day, I seriously doubt that we could have maintained our values and priorities as a school district. Our community became sold on the value of our ability to instantly and personally communicate as a result."

— Mike Lannon, Superintendent, St. Lucie County Schools, Florida

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