SCHENECTADY COUNTY COMMUNITY COLLEGE SUNY

> **"**You have a GREAT tool here for communicating in the event of a campus crisis. You also offer a business continuity feature that will aid institutions should the campus need to close for days/weeks due to an outbreak of the H1N1 virus.**"**

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The Challenge

• Communicating important announcements and best preventive practices to a non-traditional student population.

• Overcoming over-messaging and student "desensitization" to administrative email.

• Reaching out over a variety of platforms, including Email, SMS, Facebook and Twitter

• Making students feel like they are being spoken with and not spoken to.

The Solution

• Enables campus leaders to engage an entire campus population via instant multi-platform communication.

• Integrates with what people already use, gaining immediate attention and traction with little to no learning curve.

• Cost-effective, secure, and with minimal implementation needed.

Results

• Savings in resources and time by streamlining the notification process.

• Increases the effectiveness of campus communications.

• Increases involvement with your community by providing students with an easy, integrated solution.

Welcome to Regroup, the easiest and most effective communications platform for your organization. Whether you're a school, company, or any organization, communication is imperative. But, the people you need to reach are using a variety of communications platforms, including email, text messages, Facebook and Twitter. Regroup was founded 4 years ago at Stanford University to empower organizations to cut through the noise and reach out to people where they are. Let's say you want to send out an alert about the H1N1 virus or a message about an event. On Regroup you can instantly create groups, add members, and with the click of the button, send messages to those groups via email, SMS, Facebook, Twitter and even your own website. Our robust preferences section allows people to receive messages to the email address or mobile number they prefer, in the way that they prefer, and with the frequency that they prefer.

- Our group text message alerts means that we're the easiest and the most effective emergency messaging platform.
- With the listserv-like feature, you can send email blasts to groups of people. You can even add rich text, pictures and video. And, if you choose, you can allow people to reply right from their email and these messages can also go out to the group.
- You can have Regroup synchronize with people's Facebook profiles, so that it goes on their wall and in their feed, enabling all of their friends to see the new message when they log in.
- Or, synch the topics of your group with your group's Facebook page, so that fans of your page will see that message.
- Of course, we also offer a Twitter synch, so that anyone who follows your twitter feed will also be updated.
- You can embed Regroup on your own website, as a forum that provides an instant way for your members to see and post messages.

Because Regroup integrates with what people already use, it will gain immediate attention and traction, with zero learning curve. Regroup will also increase involvement and interest within your community because it empowers your constituents with a powerful, integrated communications platform. If you make your group public, Regroup optimizes the messages in that group so that they show up high on search engines. For example, we are first on Google for "the best classes to take at OSU," so that we increase awareness of their brand and message, showing anyone who searches on Google a variety of great classes to take at OSU. You can manage and moderate the discussion with our robust administrator options, including deletion of topics and moderated group settings.

Regroup is an easy, efficient, integrated solution that synchronizes with: SMS, Email, Facebook, Twitter and your website. By reaching out to people where they are, in the methods they prefer, you save yourself time, cut down on spam and have a well-liked, immediately-used communications platform. To get started and improve your organization's communications, go to regroup.com and use our "click to chat" button now.