



## **Berkeley County Schools Strengthens Communications Strategy**

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Evergreen, Colorado ([PRWEB](#)) December 5, 2008 -- Berkeley County Schools, based in Martinsburg, West Virginia, and serving a student population of 17,230, has selected the powerful EZCommunicator™ system from Relatrix Corporation to strengthen their parental notification and communications strategy.

"This eCommunications solution helps us notify parents and community members, respond to their questions and concerns and engage them in our district's planning process," says Jaimee Borger, Communications Director for the district. "Our stakeholders can now update their contact details and choose the information they want to receive from us through our website."

EZCommunicator is an Online Contact Center system that improves parent and community awareness and engagement through targeted communications from both the district offices and individual schools. It integrates multiple eCommunications functions and supports multiple channels including web, email, voice and SMS.

"Berkeley County Schools now have an integrated suite of online communications tools for use at their district offices and three high schools," says Mark Franke, President of Relatrix. "This integrated functionality is easy to use and administer and helps address the major communications challenges of notifying, responding and engaging their parents and community," he says.

### About Berkeley County Public Schools

Berkeley County is located approximately 75 air miles northwest of Washington, D.C. in West Virginia's eastern panhandle. With a county population of approximately 80,000 and growing, many new businesses are establishing facilities in the region. The county is also a bedroom community for many people who work in the metropolitan Washington/Baltimore area. More new schools in the area are planned over the next several years.

### About Relatrix - <http://www.relatrix.com>

Relatrix provides eCommunications solutions as a service to the K12 education market. The company is headquartered in Evergreen, Colorado with support and sales offices based in Austin, Texas. Relatrix hosts and delivers its software services from a secure data center so that schools do not have to purchase added computing resources and IT staff are not burdened with ongoing support and maintenance.

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**Contact Information**

**MARK FRANKE**

Relatrix Corporation

<http://www.relatrix.com>

800-570-6234

**Online Web 2.0 Version**

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