



SchoolMessenger Mass Notifications System

Information for Parents

What is SchoolMessenger?

SchoolMessenger is a mass notification system used to deliver information to families. These mass notifications are referred to as 'Broadcasts' due to SchoolMessenger's capability to simultaneously send messages to a vast number of destinations. Available broadcast destinations include phone, email, and SMS text.

Message recipients' contact data for parents comes from the PowerSchool Student Information System (SIS) database. This data is updated every evening so that any changes to phone numbers, emails and contact preferences will be current on every broadcast.

During phase one of implementation, the Division will begin using SchoolMessenger to communicate information to parents and guardians about safety alerts and school closures. Schools may also use this tool to share newsletters and information about special events and activities. Phase two, which includes activating the attendance reporting feature 'Safe Arrival', is expected to begin in early 2024.

Phone Messages



- Phone calls will be reserved for emergencies such as safety alerts or early dismissal due to inclement weather.
- Phone calls will be sent as an automated message (computerized or human voice) and will come from the school phone number.
- In addition to a phone call, text and email messages will also be sent in emergency situations.

Email Messages



- School newsletters and information about fundraising, hot lunch programs and other school activities will be shared via email.

Text Messages



- In addition to being used for emergencies, your school may also use text messages to communicate important information regarding sports and other after-school activities, field trip delays, etc.
- Under federal law originally designed to protect consumers from telemarketers, we have to get your permission to send messages to a mobile phone by SMS text. It is also just a good idea so that we're sure that message is going to the right phone number for the right person. Therefore, to receive texts you will need to opt-in.
- On **October 18, 2023** an opt-in invitation text to participate in this free service* will be sent to mobile phone numbers of all primary contacts uploaded from our Student Information System (SIS). Recipients have to reply 'Y' or 'Yes' to the invitation text message to 'opt-in'.

Additional Information

- Existing school-to-home communication tools currently used by classroom teachers (e.g. Seesaw, ClassDojo) may still be utilized.
- Schools will have flexibility in how they use SchoolMessenger. Stay tuned to your schools website and social media to learn more about how this new tool will be used at your child's school.
- All messages can also be viewed on the SchoolMessenger app. Parents are not required to download the app at this time, however, the Division will be asking all families to download the app when we move forward with the SchoolMessenger attendance reporting feature 'Safe Arrival'.
- Parents have the option to request that additional contacts, such as a child care provider, receive text and email messages from their child's school. Please call the school to make this request or if you have any questions about SchoolMessenger.



- If you did not receive the invitation text message or want to ensure you are registered, you can simply send a text message as follows:

To Opt-In: Text 'Y' or 'Yes' to our short code number (978338)

**Standard Message and Data rates apply*

- You can also opt out of these messages any time by simply replying to one of our messages with '**Stop**'.