

Acceptable Use Standards – Electronic Notification System

Electronic notification systems allow the simultaneous notification of parents and staff by communicating using a system that will automatically notify parents of student absences via telephone, or e-mail. Electronic notification systems are also used for community outreach and emergency notification.

Clover Park School District will inform parents/guardians of district and school special events, and will notify parents of their child's unexcused absences using an electronic notification system. The district also recognizes the need to be able to contact parents and staff promptly and efficiently using an electronic notification system as a complement to the district emergency preparedness procedures.

Users and Access

At the district level:

- The content of districtwide communications will be approved by the superintendent or designee and/or director of community relations.
- The superintendent, whenever possible, will deliver messages at the district level.
- Superintendent, administrator for information technology services and director of community relations will have access to the district electronic notification system.

At the building level:

- All communications content will be delivered by the principal, assistant principal or designee.
- Principal, assistant principal and attendance secretary/clerk will have access to the district electronic notification system.

Account permissions:

- Users will be added, changed or deleted using the Information Technology Services Account Request Form.

Training:

- Training will be available annually or as needed.

Data Items

Uploading data:

- Information technology services will upload student and staff data. Data will be uploaded to the district electronic notification system daily from the student and human resources information systems.
- Building principals will routinely review the district electronic notification system log file. The daily log file will include a list of student names/staff names and inaccurate phone numbers. Building principals should assign staff to correct errors in the student

information system. Updated staff information should be sent to the human resources department.

Messaging Items

The electronic notification system is a powerful communication tool for our district. It is important to limit the number of Community Outreach calls to parents and/or staff. The superintendent will notify the board of directors of district-wide or emergency electronic notifications.

Attendance Implementation:

- All schools will implement attendance messaging.
- Attendance calls will be delivered daily.

Languages:

- Emergency, outreach and attendance messages will be recorded and delivered in English or the primary language spoken in the student's home whenever possible.

Recording Alternate Messages:

- Outreach messages will be recorded by the superintendent, building principal, the director of community relations or the administrator for information technology services.
- Inclement weather or school closure will be recorded by the superintendent, the director of community relations or the administrator for information technology services.
- Emergency messages will be recorded by the superintendent or by the building principal in cases where the emergency relates only to their building (lost student, evacuation of single building) or the director of community relations. Upon assistant superintendents advice, emergency messages may be sent via the electronic notification system. An informational e-mail will then be sent to the Administrative Leadership Team (ALT) and the SSC receptionist.

Voice vs. Text Messages:

- Emergency messages will always be voice-recorded; it personalizes the call and lends a calm voice in emergencies.
- Outreach messages will always be voice-recorded; an enthusiastic voice tends to create excitement around an upcoming event.
- Attendance will always be text to speech; district electronic notification system inserts the name of each child absent automatically.

Emergency Messages:

- Emergency messages are usually used to notify parents immediately. Refer to your Emergency Procedures Manual for further guidance. In an emergency situation, all procedures must be followed. Upon assistant superintendents'

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advice, emergency messages may be sent via the electronic notification system. An informational e-mail will then be sent to the (ALT) and the SSC receptionist.

- This list is not exhaustive and some conditions may not be documented.

<u>Situation</u>	<u>Time</u>	<u>Individual to Send</u>
a. Evacuation	Send immediately	Principal
b. Weapon on Campus	End of day	Supt. or Principal
c. Lockdown	End of day	Principal
d. Fire	Send immediately	Principal
e. Injury or Death	End of Day	Supt., Director of Comm. Rel. or Principal

Community Outreach

Messages that have district-wide impact will be recorded and sent centrally. For example:

- Emergency Communication (Snow Days, School Closures, etc.)
- District and Community Events
- General and Special Elections

Principals will be responsible for messages that impact the schedule of an individual school. For example:

- Parent/Teacher Conferences
- School Emergencies
- School testing reminders
- School Events (includes open houses, college information nights, school concerts, graduation, etc.)
- Holidays – exit and return times (includes AM and PM kindergarten half days)
- Picture Day
- Fundraising activities (be selective, limit the number)
- Grading periods and report card notifications
- Reminders of districtwide messages (follow-up to Impact Aid request)

ALT will receive a copy of districtwide community outreach messages sent by the superintendent or director of community relations.

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