

To: North New Summit School Parents/Guardians
From: Susan Floyd, School Director
Date: July 1, 2011
Subject: School to Parent Communication System

In our effort to improve communication between parents and school, we have implemented a telephone broadcast system that will enable school personnel to notify all households and parents by phone within minutes of an emergency or unplanned event that causes early dismissal, school cancellation or late start. The service may also be used from time-to-time to communicate general announcements or reminders. This service is provided by SchoolReach, a company specializing in school-to-parent communications.

When used, the service will simultaneously call all phone numbers in our selected parent contact lists and will deliver a recorded message from a school administrator. The service will deliver the message to both live answer and answering machines. No answers (phones ringing over 40 sec.) and busies will be automatically retried twice in fifteen minute intervals after the initial call. This requires NO registration by the parent on the SchoolReach website. All information and contact numbers are strictly secure and confidential and are only used for the purposes described herein.

Here is some specific information you should know:

Caller ID: The Call ID will display 662.451.5398, which is the main number for North New Summit School.

Live Answers: There is a short pause at the beginning of the message, usually a few seconds. Answer your phone as you normally would; "hello" and hold for the message to begin. Multiple "hellos" will delay the message. Inform all family members who may answer your phone of this process.

Answering Machines: The system will detect that your machine has answered and will play the recording to your machine. The phone will ring for up to 40 seconds. Make sure that your machine answers after four rings or you may miss the message.

Message Repeat: At the end of the message you will be prompted to 'press any key' to hear the message again. This is very helpful when a child answers the phone and hands it to a parent, who can then 'repeat' the message in its entirety.

If you have any questions, please contact Beth Carrol at 662.451.5398. Please make every effort to provide the school with current and accurate email and phone information anytime there is a change to ensure that you do not miss important information. We can call multiple phone numbers as long as you provide those numbers to the school.

Thanks for your continued support of New Learning Resources School District: North New Summit School.