

Sample Outreach Introduction to Parents

Parents,

Our school district has implemented a communication solution called SchoolMessenger for emergency broadcasts, student attendance alerts and other communications between schools and parents.

The SchoolMessenger system is designed to automatically notify parents for reasons that impact the safety and academic performance of students. SchoolMessenger will extend the district's existing community outreach efforts and emergency preparedness procedures, as well as inform parents of upcoming school events such as district wide testing and parent meetings. As a comprehensive communication tool, SchoolMessenger will contribute to the district's involvement initiatives, allowing the district to engage the broader educational community about a wide range of topics affecting students' academic success.

You as a parent can manage which numbers receive messages from the system and what types of messages are received for each phone number via the SchoolMessenger website and/or the SchoolMessenger App. The app can be found by searching for SchoolMessenger in the app store (blue icon). The website can be found at:

<https://go.schoolmessenger.ca>

SchoolMessenger will be used to enhance current school communication methods. Principals will still be accessible for live visits and will continue to communicate via current methods including paper-based memoranda. The district's implementation of the SchoolMessenger system is intended to extend its commitment to remain personally connected with parents by offering additional and timely communications.