

Kennard Independent School District

"Building A Successful Future"

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Superintendent

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Dear Parent,

In our effort to improve communication between parents and school, *Kennard ISD* is implementing 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. *Kennard ISD* will continue to report school closings due to snow or weather on KTRE and KIVY and will use this system as an overlay to the public announcements.

When used, the service will 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 busy signals will be automatically retried twice in fifteen minute intervals after the initial call.

The service will also send out emails, if parents provide *Kennard ISD* their email address.

PLEASE NOTE THE FOLLOWING:

- 1) This requires **NO** registration by the parent on the SchoolReach website.
- 2) 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 Caller ID will display either as Kennard Administration and phone number or a Kennard campus name and number.

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.

Attendance: We will eventually use SchoolReach for daily attendance which means that you will be notified each day that your child misses a required number of classes. To minimize these calls, make sure to inform the school when you KNOW your child will miss classes on a given day.

If you have any questions, please contact your child's principal.

Please, make every effort to provide the school with current and accurate phone information any time there is a change to ensure that you do not miss important information.

In an important effort to make the best and most accurate use of the SchoolReach Instant Parent Contact System, we are asking that you fill out the following form with the requested necessary information (see next page). After filling this out for each of your children that attend our *Kennard ISD*, please double check for accuracy and return it to us promptly.

Thank you for your attention to this important matter for your children.

Sincerely,



Mr. David Baxter

Superintendent

Kennard Independent School District

Phone Information Form

The Primary Contact Number will be used to call you every time we send a SchoolReach call, regardless of the urgency of the message.

The Secondary Contact Number will be called at the same time as the Primary Number on calls where the message we are sending is of a more urgent or time sensitive nature to ensure that we get the call to you as soon as possible.

Please consider these numbers carefully and make an effort to keep us informed as soon as possible if either number changes for any reason.

Child 1: Last name _____ First name: _____

Primary Contact number: (____) _____ - _____

Secondary Contact #: (____) _____ - _____

Email address: _____

Child 2: Last name _____ First name: _____

Primary Contact number: (____) _____ - _____

Secondary Contact #: (____) _____ - _____

Email address: _____

Child 3: Last name _____ First name: _____

Primary Contact number: (____) _____ - _____

Secondary Contact #: (____) _____ - _____

Email address: _____

Child 4: Last name _____ First name: _____

Primary Contact number: (____) _____ - _____

Secondary Contact #: (____) _____ - _____

Email address: _____

Thank you for your assistance to this matter to help keep everyone informed and please be sure to return this form as soon as possible.