

# SCHOOL DISTRICT OF WHITEFISH BAY

January 4<sup>th</sup>, 2018

Dear Parent(s)/Guardian(s):

As we shared in our letter that went out December 4<sup>th</sup>, we continue to expand options to maximize the safety and well-being of our students, staff and families. To this end, we are exploring additional options to increase the efficiency and effectiveness of our real time emergency communication to all stakeholders around safety. We are offering two (2) additional enhancements to families to facilitate emergency communication as it currently exists.

As noted in the December 4<sup>th</sup>, 2017 letter, the first expands **emergency notifications** to **parents/guardians** of children in **K4 - 12th grade** through offering an “opt-in” for text messages, in addition to the current method of emergency notification via phone call only.

The second enhancement extends an “opt in” for **emergency notification** for **students** in **grades 6th-12th**. Parents/guardians of children in grades 6th-12th, as well as adult students, will have the option of “opting in” to personally receive both a phone and text (if chosen to “opt in” emergency messages in the event that timely emergency notification is warranted.

## Emergency Communication Enhancement #1

If you as the **parent/guardian** want to have **emergency** communication through text messages, in addition to the current phone call/voice message, please engage in the following steps:

1. Ensure you have updated phone numbers in Family Access/Skyward. You can access your information through the following link [Family Access](#).
2. You can participate in this service by **replying back** to the School Messenger text you receive with instruction **the week of January 8th**.
3. You can also send a text message of “Y” or “YES” to our school’s \*short code number, **67587 to “opt” in to this service**

*You can “opt out” of these messages at any time by simply replying “Stop.”*

## Emergency Communication Enhancement #2

If you desire your child(ren), or for adult students if you have a desire, to participate please engage in the following steps:

1. Ensure numbers are entered into Family Access through the following link [Family Access](#). Please click on “online forms” in the left hand column and enter the student phone number for your child(ren) in grades 6-12 if you have not already.
2. You or your child(ren) can participate in this service by **replying back** to the School Messenger text they receive to their phone using the provided instructions **the week of January 8th**.
3. You or your child(ren) can also send a text message of “Y” or “YES” to our school’s \*short code number, **67587 to opt in to this service**

*You can “opt out” of these messages at any time by simply replying “Stop.”*

We look forward to utilizing these additional tools to maximize communication, safety, and well-being of our students and families. Please feel free to contact us with any questions you may have.

Sincerely,

Dr. Stacy Gahan, Special Education & Director of Pupil Services  
414-963-3924

Mr. Brian Chase, Director of Building and Grounds  
414-963-3962

**\*Information on SMS text messaging and Short Codes:**

SMS stands for Short Message Service and is commonly referred to as a “text message.” Most cell phones support this type of text messages. Our notification provider, SchoolMessenger, uses a true SMS Protocol developed by the telecommunications industry specifically for mass text messaging, referred to as, “short code” texting. This method is fast, secure, and highly reliable because it is strictly regulated by the wireless carriers and only allows access to approved providers.

**Terms and conditions:**

Messages will only be sent upon an emergency. Standard message and data rates may apply. Text “STOP” to cancel at any time.

School Messenger, our current system, is compliant with the Student Privacy Pledge™, so you can be assured your information is safe and will not be given or sold to anyone.