

Message to staff about BBC texting

Subject: Coming soon to a phone near you – texts from your school

To expand communications with staff and families, we are turning on the text message feature in our communication system, Blackboard Connect. This feature is included free in our existing service and can provide one more reliable way to communicate with you, especially in an emergency situation.

What should you do?

1. **Enter** your mobile phone number into ***Employee Online***. That's the database that feeds into our communication system and updates the system every night.
2. **Watch for** a text message on **Thursday, Nov. 13 between 5 and 7 p.m.** This first "opt out" text will go to every staff member and family with a mobile phone number on file. You may opt-out in response to that text or any time, if you do not wish to receive text messages from your school.

Why text messages now?

We surveyed parents earlier this month. Out of the nearly 3,000 responses, parents showed overwhelming desire to receive text messages from schools. Nearly 60 percent wanted to get texts for all types of messages; about 28 percent wanted only attendance and emergency messages, and nearly 12 percent wanted just emergency messages. Less than 3 percent said they preferred not to receive any text messages. [View survey results](#)

To respect the 40 percent who don't want texts for all messages, we are conservatively starting out with optional text messages for just attendance, emergencies and early release reminders. Next spring, we'll survey families again to see if there is wider interest in more types of text messages ... or not.

We have learned how important it is to communicate with staff when phone calls and email are not possible or appropriate. Receiving an update or instructions during a drill or emergency could be very important for you.

Questions?

Watch for more information and frequently asked questions coming soon.

Reminder – First text message to be sent Thursday, Nov. 13 between 5 and 7 p.m.

Message to families about BBC texting

Subject: Coming soon to a phone near you – texts from your school

To expand communications with families, we are turning on the *text message* feature in our communication system. Using text messages is one more way to stay in touch with families who want to receive attendance and emergency text messages.

What should you do?

1. **Check with your child's school to see** that your mobile phone number is on file there. That's where our communication system gets its information updates each night.
2. **Watch for a text message on Thursday, Nov. 13 between 5 and 7 p.m.** You can opt-out in response to that text or at any time if you do not want to receive text messages from your school or the district.

Why are we starting text messages now?

We surveyed parents earlier this month. Out of the nearly 3,000 responses, parents showed overwhelming desire to receive text messages from schools. Nearly 60 percent of you wanted to get texts for all types of messages; about 28 percent wanted only attendance and emergency messages, and nearly 12 percent wanted just emergency messages. Less than 3 percent said you prefer not to receive any text messages. [View survey results](#)

To respect the 40 percent who don't want texts for all messages, we are conservatively starting out with optional text messages for just attendance, emergencies and early release reminders. Next spring, we'll survey families again to see if you have wider interest in more types of text messages ... or not.

We have learned how important it is to communicate with families and staff when phone calls and email are not possible or appropriate. Receiving an update or instructions during a drill or emergency could be very important for you.

Questions?

Watch for more information and frequently asked questions coming soon.

Reminder – First text message to be sent Thursday, Nov. 13 between 5 and 7 p.m.

Phone script for Blackboard Connect message

Hello, this is Diane Bradford from Everett Public Schools with exciting news. To expand communications with families, we are turning on the *text message* feature in our communication system. Using text messages is one more way to stay in touch with families who want to receive attendance and emergency text messages. If you have an email address on file with your child's school, you should

receive an email with more details. If you don't have an email address on file, here are the two main things you need to know.

First, check with your child's school to see that your mobile phone number is on file there. That's where our communication system gets its information updates each night.

Second, watch for a text message on Thursday, Nov. 13 between 5 and 7 p.m. You can opt-out in response to that text or at any time if you do not want to receive text messages from your school or the district.

Watch for more information and frequently asked questions coming soon. Thank you and have a fun and safe weekend. Goodbye.