



**Sample messages and “best practice” tips for using BBC in a customer-friendly way with information you want your families and staff to have.**

### **Sample elementary school “teacher assignment” message**

Hi, this is \_\_\_\_\_, Principal at \_\_\_\_\_ School with an important recorded message with the name of your student’s teacher for this school year.

Please listen to the following portion of this message which will include your student’s first name and the name of your student’s teacher.

\_\_\_\_\_ (teacher name) is happy to welcome \_\_\_\_\_ (student name) on \_\_\_\_\_ (date). I look forward to welcoming you on \_\_\_\_\_, the first day of school.

Thank you.

***BBC TIP – remember to use the phonetic spelling feature for names that are difficult to pronounce.***

### **Sample middle or high school first day, “first period” messages**

1. Hi, this is \_\_\_\_\_, Principal at \_\_\_\_\_ School with an important recorded message about your student. We have completed the scheduling of class assignments for this school year.

Please listen to the following portion of this recording for the name of your student’s teacher.

[FIRST\_NAME] will report to [CUSTOM VARIABLE] 1st period tomorrow morning in room [CUSTOM VARIABLE] Once again, [FIRST\_NAME] will report to 1st period tomorrow morning in room [CUSTOM VARIABLE]. Thank you.

***BBC TIP – It can be helpful to repeat information like instructions and phone numbers at the end of a message so the listener has a second chance to hear your details.***

2. **(for semester change schedules)** Hi, this is \_\_\_\_\_, Assistant Principal at \_\_\_\_\_ School with an important recorded message about student schedules for spring semester. Students will receive a copy of their spring semester schedule in their 1st period class (EXAMPLE; “Monday morning, on such and such a date”)

Please listen to the following portion of this recording which will explain where your student should report \_\_\_\_\_ morning:

[FIRST\_NAME] will report to 1st period tomorrow morning in room [VARIABLE ]. Once again, [FIRST\_NAME] will report to 1st period tomorrow morning in room [VARIABLE]. Thank you.



### Sample vaccination reminder message

Hello, this is \_\_\_\_\_, principal of \_\_\_\_\_ with an important message for you. According to our health records, we are missing some required immunization information on your child. To avoid a possible exclusion from school, please contact our health room by Wednesday, October 10 at 425-385-5406 to ensure your records are up to date.

If we do not hear from you by October 10, by state law, your child will not be able to come to school until you do provide the updated information. We are more than happy to work with you through this process as we want every child to be at school every day.

Thank you and we hope to hear from you very soon. Remember, the number to call is 425-385-5406.

**BBC TIP – When giving dates, mention the day also, to give the listener a better chance of capturing all of the information.**

**BBC TIP – this is a good message to send by email as well. Although it will not be “personalized” with a student name, sending it by email is one more way to touch base with parents and to ensure they have a copy of the phone number and the date.**

### Sample absence messages

1. Hello, this is [SCHOOL\_NAME] calling to notify you that your child, [FIRST\_NAME], was absent from periods [PERIODS] on [DELIVERY\_DATE]. If this is an excused absence, please write a note to verify that excused absence.

We look forward to hearing from you and helping ensure that (FIRST\_NAME) is in school.

**BBC TIP – try to end discipline messages on as warm and friendly a note as possible. No parent likes to get bad news, and it helps when they feel that the school does care about their children.**

2. Hello, this is Jackson High School calling to notify you that your child, [FIRST\_NAME], was absent from periods [PERIODS] on [DELIVERY\_DATE]. To excuse this absence, [FIRST\_NAME] must give the attendance office a note within 48 hours after returning to school.

The note must include four things:

- a. Student's name
- b. Student's identification number
- c. Parent or guardian signature
- d. Date and reason for absence

If you have questions, please call [Attendance Office] at [425-385-7033]. That number again is [425-385-7033] Thank you, and have a nice evening!



**BBC TIP – when listing things, give parents a hint so they know how many items to listen for.**

### **Sample progress report message**

Good morning, this is \_\_\_\_\_, Principal of \_\_\_\_\_ with an important reminder about your student's academic progress. In the next few days, please expect to receive your student's mid-term progress report in the mail. This report shows students' grades and explains how you can access additional detailed information about each class through our online grade system.

You may also contact your student's teachers via email through this online system or call us directly if you have any questions. We are here to support your student's learning goals and appreciate your ongoing involvement in their education.

Have a wonderful weekend. Goodbye.

**BBC TIP – warm and friendly, giving parents a “heads up” This message should also go out by email and include a hyperlink to the online grade system.**

### **Sample message about a school holiday**

This is \_\_\_\_\_ the principal for \_\_\_\_\_ with an important reminder that there is no school for all students in Everett Public Schools on Tuesday, November 11 in honor of Veterans Day.

In honor of those who have served our country and to commemorate Veterans Day, \_\_\_\_\_ school will hold its Veterans Day Memorial assembly on (insert date and time). (Include some description of what the program will entail.)

We would love to have you join us for this assembly. Visitor passes are available in the office.

**BBC TIP – Include other school information when you send messages about school breaks. For families, school breaks are often an inconvenience. Let them know about other learning experiences are happening.**

### **Sample “picture day” message**

Good Evening this is principal \_\_\_\_\_ of \_\_\_\_\_ school. I am calling to remind you that \_\_\_\_\_'s picture day is Friday, October 17. Picture packet information has been sent home.

If you have misplaced yours, or if your child says, “What picture packet?” we have extras in the office. Hope to see all your smiling faces here on Friday, October 17 for pictures. Take care.

**BBC TIP – short, sweet, friendly and repeats the important date – also lets parents know how to solve a problem if the picture packet is “lost.” Send this one by email too!**



### **Sample orientation message**

Good evening this is \_\_\_\_\_, Principal at \_\_\_\_\_ School with an important recorded message for your 5<sup>th</sup>-grade student. We are very excited to have your 5<sup>th</sup>-grader and you join us next year at \_\_\_\_\_ School.

We invite you and your family to our 5th Grade Parent/Guardian Night on Thursday, March 19 at 7 p.m. in the school Cafeteria.

We look forward to getting to know you and to sharing important information about middle school.

See you Thursday night, March 17 at 7p.m.

There is no need to RSVP, but if you have any questions please call the main office at 425-385-4800. That number again is 425-385-4800.

Thank you.

### **Sample lock down message – you can pre-record!**

Hello, this is principal \_\_\_\_\_ of \_\_\_\_\_ school. \_\_\_\_\_ school has gone into a lockdown at the advice of law enforcement because of police activity in the school neighborhood.

All students are safe and are with adult staff inside of the school.

Police have asked that we urge you NOT to come to the school. Extra cars and people in the area make it harder for police to do their work safely.

As soon as we have more information from the police and are able to lift the lockdown, I will call again with another message to update you on the situation. In the meantime, we will keep students safely under supervision.

(VARIABLE at the end includes the date and time message was sent)

***BBC TIP – ALWAYS record emergency messages in a real, human voice. The best voice to use is the principal's voice because he or she is known to parents. If the principal is calm and reassuring, that will be helpful for parents.***

***BBC TIP – ALWAYS follow a lockdown or evacuation message with a "all is clear" message. Parents want to know when something happens and when it is over.***