

School Messenger/ Automated Calling System Guidelines

In an effort to make our calling system as efficient as possible, the administrators in charge of making calls or their designee will do their best to honor the following procedures.

General Calls

General calls are calls that are informational in nature. General calls inform parents/guardians or staff of upcoming events or information that the administrators at the schools or district feel is important and needs to be communicated to either a large group of parents or to smaller, specific groups of students.

1. General informational calls will begin to be called during the following times:
 - a. Elementary Schools: 5:00-5:30 p.m.
 - b. Middle Schools: 5:30-6:00 p.m.
 - c. High Schools: 6:00-6:30 p.m.
 - d. District Calls: 6:30-7:00 p.m.

Calls may take as long as two hours to reach all parents.

2. No call shall be submitted to be started later than 7:30 p.m. or earlier than 4:00 p.m. unless permission is obtained from the Superintendent/designee.
3. Calling windows will be set to no more than 1.5 hours for school level calls and 2 hours for district level calls.
4. School level calls shall be made regarding school business only. School administrators or their designees shall not make calls for outside organizations. The decision to make school level calls shall be made by the school principal/assistant principal.
5. District level calls shall be made regarding information that is needed for students or staff at more than one school. Calls to students' parents or staff should be related to information that is school business or that would benefit a large population of Powell County students or staff. The decision to make district level calls shall be made by the Superintendent or his/her designee.
6. Calls will be limited to one call per event or informational need. In rare instances, if a second call is thought to be necessary, a principal/assistant principal may contact the Superintendent or designee for permission to make the call.
7. Administrators of the calling system and those who are designated to make calls will work to send the calls to a specific group of students as possible. Personnel will create lists that target the population of the intended audience only.

Attendance Calls

Calls regarding student attendance are sent at the elementary and middle school level at 10:30 a.m. and at the high school level at 11:30 a.m. in an effort to inform parents/guardians of an absence and to locate students whose parents believe their children are in school. Information regarding absence excuses are sent in the early afternoon at 4:30 to remind parents that personal excuses were used and that they may submit a written excuse.

Emergency Calls

Emergency calls are calls that inform parents/guardians or staff members of such things as school cancellations, early dismissals, or other information that is necessary for the parents/guardians to receive in a timely manner. Emergency calls shall only be made at the district level and may be made at any time that is necessary. **Non-School Hours**

Emergency Calls are emergency calls made outside of the hours of 8:00 a.m. to 4:00 p.m.