

November 19, 2010

## Telephone Broadcast Service

Dear Parent,

In our effort to improve communication between parents and school, Effective November 29, 2010, Our Lady of Good Counsel School 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. Our Lady of Good Counsel will continue to report school closings due to snow or weather on our website and KYW News and Action News and will use this system as an overlay to the public announcements.

### Here is some specific information you should know:

- **Caller ID:** The Call ID will display 215-357-1300, which is the main number for Our Lady of Good Counsel.
- **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:** You will be notified each day that your child misses a required number of classes. To minimize these calls, make sure to inform our school when you KNOW your child will miss classes on a given day.

If you have any questions, please contact myself at 215-357-1300 extension 104 or Mrs. Rogers at extension 117.

Please make every effort to provide Our Lady of Good Counsel 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 will be using phone numbers 1 and 2 and e-mail that you provided at the beginning of school. We will not be using text messaging.

On Monday, November 29, 2010 we will send a "test" communication for our new Parent Contact system. If you do not receive a message on the requested phone numbers or e-mail, please contact Mrs. Rogers at extension 117 at your earliest convenience so that we may rectify the problem.

Thank you in advance for your cooperation.

Sincerely,

Frank S. Mokriski  
Principal