



MEQUON-THIENSVILLE SCHOOL DISTRICT

CITY OF MEQUON AND VILLAGE OF THIENSVILLE

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June 2011

Dear Parents,

Keeping you informed is a top priority in the Mequon-Thiensville School District. That is why we have adopted the ALERTNOW Notification Service that will allow us to send a telephone or e-mail message to you providing important information about school events or emergencies. We anticipate using ALERTNOW to notify you of school delays or cancellations due to inclement weather, as well as remind you about various events, including report card distribution, open house, field trips, and more. In the event of an emergency at school, you can have peace of mind knowing that you will be informed immediately by phone.

What you need to know about receiving calls sent through ALERTNOW

- Caller ID will display the school's main number when a general announcement is delivered.
- Caller ID will display 411 if the message is a dire emergency.
- ALERTNOW will leave a message on any answering machine or voicemail.
- If the ALERTNOW message stops playing, press any key 1-9 and the message will replay from the beginning.

The successful delivery of information is dependent upon accurate contact information for each student, so **please make certain that we have your most current phone numbers and email addresses** (please check the information listed on the Student Emergency Contact Card included in your registration packet). If this information changes during the year, let us know immediately.

We are very excited to incorporate ALERTNOW as a tool to improve parent communication and look forward to having the ability to deliver real-time information to you and provide awareness of all the great events that take place within the school.

Regards,

Demond A. Means, Ed.D.
Superintendent



Parent Overview

About AlertNow Rapid Communication Service

AlertNow is a Web-based rapid communication service that allows schools to contact thousands of parents within minutes. Your child's educational institution has implemented AlertNow to substantially improve its ongoing communication with parents. The selection of AlertNow shows your school's commitment to you and to your child's education and safety.

How AlertNow Benefits Parents

AlertNow allows school administrators to keep you updated quickly and efficiently with personalized messages and helps you, as a parent, stay actively involved in your child's education.

AlertNow has the ability to:

- Reach thousands of parents per minute
- Send notifications even when school phone lines are down
- Inform parents the very morning of a child's absence from school
- Rapidly deliver first-hand information during a crisis situation

How AlertNow Benefits Schools

AlertNow is the easiest and most cost-effective solution for schools to quickly and accurately communicate personalized messages to you. Schools across the country are finding new ways to use AlertNow's communication technology to build stronger relationships. Here are some examples of ways that schools use AlertNow:

- Parental and community involvement
 - *Reminding parents of an open house or school fundraiser*
- Student accountability and attendance
 - *Notifying parents of report cards or student absences*
- Emergency notification and awareness
 - *Alerting parents of a lockdown situation or unsafe incident*
- Multilingual communication
 - *Translating a message for non-English speaking parents*
- School safety preparation
 - *Announcing school closings due to inclement weather*

Receiving Messages

Parents will receive two different types of calls from schools:

- **Routine notification calls** do not directly affect the safety of students, staff or parents; These calls include upcoming events, delayed school bus routes and absenteeism. These messages display the schools phone number on caller ID.
- **Emergency notification calls** are used during critical incidents where a child, staff member or parent's safety is in immediate jeopardy; These calls include lockdowns, evacuations and relocations. Emergency messages display "411" on caller ID so parents recognize the urgency of the call.

Importance of Accurate Contact Information

The most important thing parents can do is verify the accuracy of their contact information. Schools must have updated phone numbers and e-mail addresses for AlertNow to work effectively and efficiently.

Security

Only authorized administrators on the school and district level may activate the system. AlertNow keeps all of its clients' information confidential and secure. All data is password protected and accessible only by school administration.