February 11, 2021

Dear Parents:

Winter is here, and along with it comes the potential for weather and travel concerns. To that end, please review procedures for school cancellation due to inclement weather. **The District will use its message broadcast system, SchoolMessenger, to notify parents of school cancellation or altered bus schedules due to inclement weather.**

SchoolMessenger will communicate the information in the following ways:
- deliver a recorded message via live answer or voicemail
- send an email to all parents’ email addresses with the same information
- send an SMS text message to your mobile device (If you have not opted-in for text messages, please see the Text Opt-in attachment).

The system will utilize contact information that the District currently has on file in SchoolMessenger, which interfaces with the District’s student information system. Contact information was provided at registration by parents/guardians. Revised or updated contact information should be provided to your child’s school. All information and contact numbers are secure and confidential and are used only for the purposes described above.

The following notification procedures will support the broadcast system:
- On days when inclement weather occurs or is pending, the decision to cancel school will be made by 5:00 a.m., if possible.
- On days that it may be necessary alter the bus schedule because of inclement weather, the decision will be made as early as possible (the message will be broadcast to home, work, and cell phones). Parents are encouraged to make arrangements to meet their children in the event of altered bus schedule days.
- The following radio/TV outlets will continue to carry school closing information: KMOV-TV CHANNEL 4 NEWS; KSDK-TV CHANNEL 5 NEWS; FOX 2 NEWS, KMOX (AM-1120).
- The District Facebook page will also be updated with school cancellation and early dismissal information, which can be accessed at [https://www.facebook.com/ECUSD7](https://www.facebook.com/ECUSD7).

The District continues to look for ways to improve communication between parents and school. This system will enable us to contact you in the timeliest manner should inclement weather occur. If you have any questions about this system or any part of the notification process, please call Bill Miener, Director of Information Systems & Service, at 655-6018, or by email at bmiener@ecusd7.org.

Please rest assured that the District will take all necessary precautions to transport students safely to and from school and home.
Parents and Guardians
You can take advantage of our Text Messaging Service

Our school utilizes the SchoolMessenger system to deliver text messages, straight to your mobile phone with important information about events, school closings, safety alerts and more.

You can participate in this free service* just by sending a text message of “Y” or “Yes” to our school’s short code number, 67587.

You can also opt out of these messages at any time by simply replying to one of our messages with “Stop”.

SchoolMessenger is compliant with the Student Privacy Pledge™, so you can rest assured that your information is safe and will never be given or sold to anyone.

Opt-In from your mobile phone now! Just send “Y” or “Yes” to 67587

Information on SMS text messaging and Short Codes:

SMS stands for Short Message Service and is commonly referred to as a “text message”. Most cell phones support this type of text messaging. Our notification provider, SchoolMessenger, uses a true SMS protocol developed by the telecommunications industry specifically for mass text messaging, referred to as “short code” texting. This method is fast, secure and highly reliable because it is strictly regulated by the wireless carriers and only allows access to approved providers. If you’ve ever sent a text vote for a TV show to a number like 46999, you have used short code texting.