



## BrightArrow Guide for Parents

To enhance communication between your school and parents, your school is now using the BrightArrow telephone, email, text, and social media message communication system that enables school personnel to notify all households and parents by telephone, email, text, or app alerts within minutes of an emergency or unplanned event. It also may be used periodically to communicate general announcements or reminders.

The system includes mechanisms for parents to provide feedback, both informational and critically urgent, to school personnel. This service is provided by BrightArrow Technologies, a company that specializes in school-to-parent communications.

These communications can be sent by the school's administration, your student's teachers, or other staff as appropriate. Since the communication can come to you in numerous forms, here are some general guidelines for receiving and responding to these communications.

## BrightArrow Communication Mechanisms

### Emails

The school will send emails to parents either standalone or in conjunction with voice calls or text messages. Emails can give you more detail than what can be in a short call or message, and can include attachments and graphics when appropriate. You can reply to the email unless it is sent using a "DoNotReply" email address. If it is from a teacher, typically you can reply to it. School-wide emails sometimes are designed for outgoing information purposes only.

### Text Messages

The BrightArrow system also allows school personnel to send parents text messages. Once a phone number is opted-in, all text messages will come from the Short Code 87569. The initial message asking you to opt-in will be coming from a phone number in the format with 424-###-####, so please be aware that those text messages are coming from your school.

The school may announce with an email when they are sending the opt-in message. Simply reply YES to the message asking you to opt-in and your phone number will receive future text messages. You may also at any time opt-in to text messages from your school by sending YES to the short code 87569. You must have your phone number on file with the school to receive text messages, this is an opt-in mechanism, not a subscribe mechanism. Once you opt-in, BrightArrow will send you a confirmation that your phone number is opted-in.

Sometimes a message will arrive in all three forms (email, text, voice) so if you want to limit the number of different types of messages, we suggest you click on the Parent Portal link and choose what types of messages you would like to receive.

### Voice Calls

For the most urgent or important messages, voice calls are sent. Details on how to best receive these calls are described to your left. If you do not answer the call immediately and see the school's phone number showing as Caller ID, please listen to the voice mail it leaves rather than calling the school back. The message is typically sent to all parents at once and calling the school back can overload the school personnel.

For more information: [www.BrightArrow.com](http://www.BrightArrow.com)