

Shawnee Heights District & School Communication Methods

In an effort to align and facilitate enhanced communications Shawnee Heights USD 450 has established the following communications tools:

- The district and school **websites**:
 - www.usd450.net
 - www.bes.usd450.net
 - www.shes.usd450.net
 - www.tn.usd450.net
 - www.ts.usd450.net
- The district **Mobile App** can be found on the App Store or in Google Play by searching for Shawnee Heights. The App includes:
 - Live Feed of district happenings
 - News Feed
 - Calendar of Events
 - Staff information
 - Cafeteria Menus
 - Select documents (i.e. school supply list, handbooks, etc.)
 - Push Notification Messages
- The District and School level **SMS Messaging**. Opting into SMS messaging will happen during open enrollment. See policy below. If you did not get a chance to opt into SMS messaging contact Tiffanie Kinsch at kinscht@usd450.net
- The **SchoolMessenger Notifications Service** helps us to send emails and voice calls when necessary. See the information below about this service.
- **Social Media**:
 - Facebook: Shawnee Heights Unified School District 450
 - Twitter: Shawnee Heights USD 450 @sh_usd450

The mission of the Communications Department is to communicate the district's goals, objectives and success both internally and externally. We contribute to increase student achievement through managing a wide range of communications services to effectively promote parental and community engagement within Shawnee Heights USD 450 schools. If you have any questions about the communication methods of Shawnee Heights USD 450, please feel free to contact Tiffanie Kinsch at kinscht@usd450.net

Shawnee Heights USD 450

SMS Messaging Policy

SMS messaging, also known as text messaging, is an additional method of communication that Shawnee Heights USD 450 will use to communicate with the Shawnee Heights community. SMS messaging will be utilized by authorized district officials to relay information for things such as emergency notifications, school closures, special announcements and events that are time sensitive in nature.

1. Individuals must opt in for receipt of text messages to ensure that their personal details held by Shawnee Heights USD 450 are updated with any changes to their mobile phone number.
2. All approved officials must abide by all other Shawnee Heights USD 450 policies to ensure:
 - The message is valid
 - The wording is appropriate
 - The circulation list is correct
3. The text messaging must not be used as the sole means of communicating an essential message or announcement. The text message must be supplemented by some other means of communication, e.g. an email or paper notice to ensure that all students, including those without a mobile phone, received the message.
4. Text messaging must not be used for:
 - General information to large populations i.e. “Fall classes start Monday!”
 - Repeat reminders of messages already circulated
 - Personal matters e.g., items for sale, farewell messages
5. All messages must be tagged with the appropriate identifier e.g., school, administrative office so that the recipients of the text can see immediately where it originated. Authorized officials do not need prior approval to send periodic messages.
6. When possible abbreviations and text lingo should be kept to a minimum e.g. “AAF dnt B 2 hip FC’INGO!” Translation, “As a matter of fact don’t be too hip for crying out loud!”
7. All text messaging services or software must be approved by the Shawnee Heights USD 450 Communications Department.

SchoolMessenger Notification Service

Shawnee Heights USD 450 has contracted with SchoolMessenger, a leading provider of notification services for parental outreach, emergency broadcasts, student attendance alerts and other communications for education.

The SchoolMessenger system is designed to automatically notify parents for reasons that impact the safety and academic performance of students. USD 450 will use it for

- Emergency notifications
- Electronic summary and grade reports
- Absence and attendance notifications starting in September
- School and district level communications via email

SchoolMessenger is just one communication tool that we will use and does not replace any other current school communications methods. SchoolMessenger notification services (<http://www.schoolmessenger.com>) are provided by Reliance Communications of Santa Cruz, California, serving thousands of schools, districts, colleges and universities with timely alerts since 1999.