

## Parents and Guardians

### You can take advantage of our Text Messaging Service!

We are committed to finding ways to improve communication with our parents and guardians. We understand that many people use their cell phones as a primary device, and prefer to receive information via text message. Therefore, we are adding the capability to send text messages to cell phone numbers of those who have agreed to receive them.

On December 1, an OPT-IN message will be sent to all primary Guardians with cell phone numbers listed in SchoolTool. Recipients of the OPT-IN message can easily opt-in by replying with a "Y" or "Yes" via text message.

You can also participate in this free service at any time after December 1 just by sending a text message of "Y" or "Yes" to our district's short code number, 67587.

You can opt-out of these messages at any time by replying to one of the messages with "Stop".

The information in our system 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.

If you would like to update your cell phone number or contact information, please mail Michele Griffith at [Michele.Griffith@erschools.org](mailto:Michele.Griffith@erschools.org).

It is expected that the SMS text messaging service will be used in the event of an emergency or school closing or when an important mass notification needs to be sent.

We hope that you will find this new option to be a convenient way to stay informed about important alerts in the district. Because when it comes to communication, IT Matters.

