

SECTION: OPERATIONS

TITLE: USAGE OF RAPID NOTIFICATION SERVICE

ADOPTED: June 22, 2006

REVISED:

MOON AREA SCHOOL DISTRICT

<p>1. Purpose</p> <p>2. Definitions</p> <p>3. Delegation of Responsibility</p>	<p style="text-align: center;">805.1. USAGE OF RAPID NOTIFICATION SERVICE</p> <p>In addition to our current emergency response protocols such as use of the Moon Area School District web site, local radio and TV, the Moon Area School District will use a rapid notification service for district-wide and building-level emergency and inclement weather notifications. The rapid notification service may also be used for district-wide and building-level outreach communications for important events that are nonemergency or inclement weather related.</p> <p>Emergency – A call will be considered an EMERGENCY call when it is initiated due to lockdown, evacuation or relocation.</p> <p>Inclement Weather – A call will be considered an INCLEMENT WEATHER call when it is initiated due to a weather condition that causes a start of school delay (two (2) hour), early dismissal or cancellation.</p> <p>Outreach – A call will be considered an OUTREACH call when it is initiated for any other reason than Emergency and Inclement Weather. OUTREACH calls are to be made solely for school district and building level related events and activities. An OUTREACH call may not be used for commercial, political, or personal activities or purposes, nor for any illegal or defamatory activities exemplified by (but not limited to) messages that threaten, harass, frighten, intimidate, or annoy others. In addition, OUTREACH calls may be limited in quantity per a specified time period on a district-wide and/or building-level basis at the direction of the Superintendent.</p> <p>Superintendent – The Superintendent (or a designee of the Superintendent) may initiate district-wide or building-level emergency, inclement weather, or outreach notification call.</p> <p>Building Principal – A building principal (or a designee of the building principal) may initiate a building-level emergency notification call upon approval from the Superintendent. The building principal (or a designee of the building principal)</p>
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<p>4. Guidelines</p>	<p>may initiate outreach notification calls. The building principal (or a designee of the building principal) will be responsible for following-up with parents/guardians on phone numbers that could not be reached (as reported by the Director of Technology from a call analysis report).</p> <p>Director of Technology – The Director of Technology will assist the Superintendent and the building principals (and his/her designees) as necessary to maintain the call notification lists for the different types of notification calls. The update of call notification list information will be done on a monthly basis. The Director of Technology will also provide evaluation of usage and call failures as necessary and provide that information to the building administrators.</p> <p>Parents/Guardians – The parents/guardians of a student of the district is responsible for notifying the school district of any changes in phone numbers to be used and/or not used for emergency, inclement weather and/or outreach notification calls.</p> <ol style="list-style-type: none">1. The Caller-ID will display the following anytime a call is coming from the Moon Area School District's rapid notification service system:<ol style="list-style-type: none">a. EMERGENCY – "411."b. INCLEMENT WEATHER – "412-604-1800."c. OUTREACH.<ol style="list-style-type: none">1) A district-wide outreach call will have "412-604-1800" as the Caller-ID number.2) A building-level outreach message will include the individual building's main telephone number for the Caller-ID.2. The system will attempt to leave a message on the parent's/guardian's voicemail or answering machine if there is no answer.3. If a parent/guardian has devices on their telephone lines designed to prevent automated phone systems from connecting (e.g. Telemarketer Zapper or Privacy Director), they will not receive the call.4. The rapid notification service system cannot call numbers that include dialing an extension after dialing the primary number.5. Parents/Guardians are advised to keep the building office of each student in the school district up-to-date on telephone numbers, especially cell phone numbers.
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| | <p>6. Parents/Guardians may choose to opt out of receiving emergency, inclement weather and/or outreach type calls. The parent/guardian is responsible for notifying the building office of each/any student in the school district if they do not want to receive notification.</p> |
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