

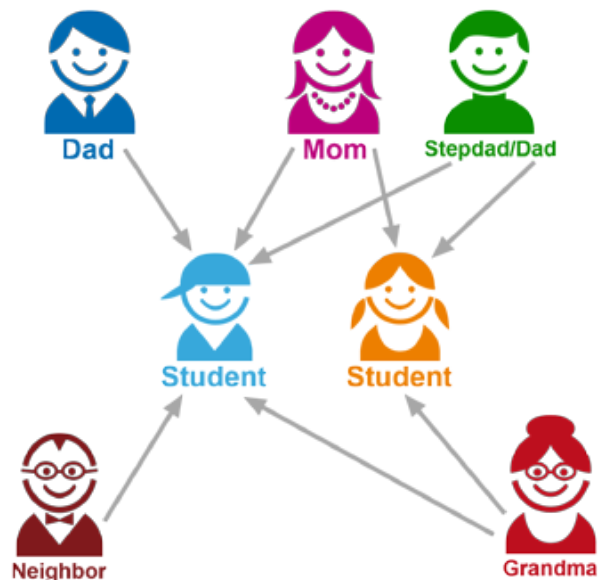
What is Guardian Data Model?

Guardian Data Model (GDM) refers to the way which parents and/or guardians are related to students in the SchoolMessenger® Communicate™ database. The GDM grants each parent/guardian their own contact record - complete with individualized contact data and preferences - which is then associated with their student's record. This data structure supports more complex relationships between students and guardians, and gives each contact the ability to customize the way they receive your communications.

In the simplest sense, the GDM allows SchoolMessenger the flexibility to support many of the unique family and guardian structures that schools and districts interact with today.

How does Guardian Data Model work?

Under GDM, the district can associate guardian records with student records, and provide information on the relationship between those two records. As such, a guardian may be associated with multiple students, and have a separate guardian category assigned to each of those relationships.



Why do we need Guardian Data Model?

Simply put, family and guardian support structures no longer allow for a one-size-fits-all approach. In order to support these relationships with targeted communications from SchoolMessenger, the data on which our system relies must be organized to reflect the desired targeted outcome. Contact information must be in a relational database that supports intricate and delicate needs.

In addition, many of the new features and services offered by SchoolMessenger, such as InfoCenter™ and InfoCenter Plus™, require the GDM in order to function properly. Your families and guardians will appreciate, and may soon demand, that your organization work within the constructs of their unique structures. In other words, they want you to get the right message to the right person every time.

What do we need to do to support Guardian Data Model?

In some cases, your school information system (SIS) may already be structured to support GDM principles, allowing for a more straightforward use of your data without major changes. However, if your SIS does not already organize data according to guardian principles, our support team may be able to assist.

Is Guardian Data Model required?

GDM is not required. However, if you want to take advantage of the benefits of InfoCenter or InfoCenter Plus, or handle certain complex communications, you will want to make the move. Call us or review the InfoCenter FAQ found at resourcecentral.schoolmessenger.com for more information.



Does Contact Manager work with the Guardian Data Model?

No. The SchoolMessenger Contact Manager™ operates on a “flat-data-file” structure which does not allow for the more intricate relationships supported by the GDM. Contact Manager is still supported, but does not offer the ease and convenience of InfoCenter.

STUDENT PRIVACY PLEDGE

Expanding Trust in Education Technology

For more information on this pledge visit:
<http://studentprivacypledge.org>

Is Guardian Data Model secure?

Guardian Data Model operates on the latest in encryption technology, robust firewalls and physical site security measures to protect access to stored information. SchoolMessenger is also a signatory of the Student Privacy Pledge, which requires us to adhere to 12 stringent data protection standards, as a further assurance of our commitment to protecting your data.

What does it cost?

GDM is a free service with any full-service, unlimited usage SchoolMessenger account. There are no fees or premiums and our support personnel will help you convert your existing data to match the GDM model wherever possible. We want all of our customers to be able to take advantage of as many of the benefits that come with GDM and InfoCenter as possible.

How do I get more information?

SchoolMessenger provides you with a free document which can be obtained from Customer Support or your Account Manager. This is also available for download in the Customer Center by logging in to your account at resourcecentral.schoolmessenger.com

Call us at 888-527-5225 or write to us at support@schoolmessenger.com for more information.

The SchoolMessenger Guardian Data Model supports today's family and community structures.

