Sample Outreach

MEDIA ADVISORY

November 23, 2023

(Insert School/District Name) Adds Alert Notification System

City, (Date) -- (District/school) has signed with PowerSchool to provide PowerSchool’s trusted SchoolMessenger Communicate notification services for parental outreach, emergency broadcasts, student attendance alerts and other communications for K-12 education. Now parents can receive phone calls, text messages, and email alerts about a range of important issues affecting their students’ safety and academic performance.

Communicate will be used to complement the district’s existing emergency preparedness procedures and to inform parents of upcoming school events such as statewide testing and parent meetings. The Communicate alert service is proven to measurably impact student safety, parental involvement, staff communications and student attendance.

Parents should expect to receive notifications from the system soon.

The Communicate system will not replace current school communication methods. Principals will still be accessible for in-person visits and will continue to communicate via current methods including paper notices. The district’s acquisition of the Communicate system from PowerSchool is intended to extend its commitment to remain personally connected with parents by offering additional and timely communications.

More information: [http://www.schoolmessenger.com](http://www).