

**Pennsville Public School District**  
New Telephone and Digital Broadcast Service

Dear Parent,

In our effort to improve communication between parents and school, effective January 1, Pennsville Public School District is changing to a new telephone and digital broadcast system to replace the current system in use that enables school personnel to notify all households and parents by phone within minutes of an emergency or unplanned event that causes early dismissal, school cancellation or late start. The new system offers more features than the current system at a cheaper price. This service is provided by SchoolReach, a company specializing in school-to-parent communications.

The service will also be used from time-to-time to communicate general announcements or reminders. The service will call all phone numbers in our selected parent contact lists and will deliver a recorded message from a school administrator. The service will deliver the message to both live answer and answering machines. No answers (phones ringing over 40 sec.) and busies will be automatically retried twice in fifteen minute intervals after the initial call.

Here is some specific information you should know:

- **Caller ID:** The Call ID will display 856-540-6200, which is the main number for the district.
- **Live Answers:** There is a short pause at the beginning of the message, usually a few seconds. Answer your phone as you normally would; "hello" and hold for the message to begin. Multiple "hellos" will delay the message. Inform all family members who may answer your phone of this process.
- **Answering Machines:** The system will detect that your machine has answered and will play the recording to your machine. The phone will ring for up to 40 seconds. Make sure that your machine answers after four rings or you may miss the message.
- **Message Repeat:** At the end of the message you will be prompted to 'press any key' to hear the message again. This is very helpful when a child answers the phone and hands it to a parent, who can then 'repeat' the message in its entirety.
- **Attendance:** You will be notified each day that your child misses a required number of classes. To minimize these calls, make sure to inform the school when you KNOW your child will miss classes on a given day.

**What to do if you think you've missed a SchoolReach voice message.**

If you ever feel you may have missed a SchoolReach voice message or just want to check to be sure, you can dial our Message Retrieval Line. From the phone number receiving calls, dial **855-955-8500** and follow the prompts to hear any/all messages sent through SchoolReach over the last 30 days. Please contact the school if you suspect your phone number is not being called by the system or if you ever have a change of number.

Please check the information below and make any necessary changes or additions and return the form to your child's school. If you have no changes, you do not need to return the form. Thank You.

**Phone Information Form**

The Primary Contact Number will be used to call you every time we send a SchoolReach call, regardless of the urgency of the message.

The Secondary Contact Number will be called at the same time as the Primary Number on calls where the message we are sending is of a more urgent or time sensitive nature to ensure that we get the call to you as soon as possible.

Please make an effort to keep us informed as soon as possible if there are any changes.

Student:

Home/Main Number:

Alternate Contact Number:

Alternate Contact Number 2:

Email:

Alternate Email: