PARENTLINK®

Harnessing technology to improve communications
with our TUSD families

What is ParentLink?

- ParentLink is a communication platform that provides emergency messaging, custom messaging, language translation, surveys, newsletters, and much more.

- ParentLink will allow TUSD to facilitate improved communications with our VIP customers: our TUSD parents.

Getting Started

- TUSD will implement ParentLink in phases

- First phase will be the launch of an emergency notification system on April 30, 2014

- Other ParentLink notification systems and outreach opportunities will follow

- Technology Services, School Safety and Communications have worked collaboratively to launch the first phase of this project

Emergency Notification

- Launches April 30, 2014; parents notified of new system through phone and email message from Dr. Sanchez

- School Safety leaders have received training on the mobile application and will be the primary staff responsible for disseminating messages; Communications will provide back up support.

- Senior leadership in the district will be included in all emergency notifications.

- School Safety will still operate a point-of-contact information center for large scale or extended events.

- We continue to work closely with Tucson Police on emergency planning and response

Examples of Message Topics

- **Message scripts have been written for**:

- Hard lockdowns (Initial call, "all clear" call, principal follow-up)

- Reunification process for off-site evacuations (including instructions for pick-up of students)

- Weather-related bus travel delays (update from Transportation at later date)

- Children who remain at school due to severe weather and it is unsafe to leave

What's Next?

- Second phase will be the launch of the absence notification system and the transportation notification system; both will become active at the start of the 2014-2015 school year.

- Timeline for rollout of other features such as a news and information feed and newsletter will be determined based on what can be supported through current systems.

- Full implementation of district app is dependent on first upgrading core systems (Student Information System, Content Management, Transportation, etc.) to flow large amounts of information into app.

Questions?