



ParentLink

- Messaging via Phone and E-mail
- 3 Types of Messages
 - Emergency
 - Custom
 - Attendance

Emergency Messaging

- “Sahuaro HS Evacuated” – 1:03pm
 - 1702 delivered (Phone)
 - Live Answer – 1058 (59%)
 - Answering Machine – 643 (35%)
 - *94% delivered
 - 577 delivered (Email) – 1:08pm
- “Sahauro HS Update” – 1:34pm
 - 1696 delivered (Phone)
 - Live Answer – 1064 (59%)
 - Recipient hang-up (3%)
 - Answering Machine – 572 (31%)
 - *93% delivered
 - 577 delivered (Email) – 1:43pm
- “Sahuaro Student Pick-Up”- 2:58pm
 - 1719 delivered (Phone)
 - Live Answer – 1119 (62%)
 - Answering Machine – 573 (31%)
 - *93% delivered

Custom Messaging - District

- “Magnet Forum”
 - 13,517 delivered
 - Live Answer – 7945 (52%)
 - Answering Machine – 4863 (31%)
- “Boundary Survey”
 - 41,673 delivered
 - Live Answer – 24,505 (50%)
 - Answering Machine – 16,951 (35%)
- “School Start Time”
 - 42,742 delivered
 - Live Answer – 24,385 (50%)
 - Answering Machine – 17,350 (35%)

*85% delivered

Custom Messaging - Site

- Approximately 40 sites sending messages
 - “Back to School Night” – 52% live answer
 - “Open House” – 53% live answer
 - “Meet Your Teacher” – 52% live answer
 - “Early Release” – 50% live answer
 - “PTA Meeting” – 56% live answer
 - “Curriculum Night” – 52% live answer
 - “Parent Meeting” – 53% live answer
 - “Picture Day” – 57% live answer

Attendance Protocols

- 30 minutes prior to bell – voice messages cleared
- Within 10 minutes of first bell – attendance submitted
- Within 45 minutes of first bell – all unexcused absences reconciled in Mojave.

Attendance Messaging

- 10 Pilot Schools – Total Calls (8/18-8/22)
 - Tucson – 2258
 - Pueblo – 1362
 - Palo Verde – 1200
 - Booth-Fickett – 416
 - C.E. Rose – 135
 - Dodge – 25
 - Maldonado – 134
 - Lawrence – 81
 - Holladay – 45
 - Fruchthendler – 20

Ready, Set, GO!!!!

- All schools will go live on Sept. 2nd
- Visited 36 non-pilot schools (will visit the rest this week).