

SchoolMessenger Notification Service

Kellogg School District has contracted with SchoolMessenger, a leading provider of notification services for parental outreach, emergency broadcasts, student attendance alerts and other communications for education.

The SchoolMessenger system is designed to automatically notify parents for reasons that impact the safety and academic performance of students. SchoolMessenger will extend the district's existing community outreach efforts and emergency preparedness procedures, as well as inform parents of upcoming school events such as statewide testing and parent meetings. As a comprehensive communication tool, SchoolMessenger will contribute to the district's involvement initiatives, allowing the district to engage the broader educational community about a wide range of topics affecting students' academic success.

The district's acquisition of the SchoolMessenger system is intended to extend its commitment to remain personally connected with parents by offering additional and timely communications. SchoolMessenger notification services (<http://www.schoolmessenger.com>) are provided by Reliance Communications of Santa Cruz, California, serving thousands of schools, districts, colleges and universities with timely alerts since 1999.

First Name: _____ **Last Name:** _____

Student Name(s): _____

Student School(s): _____ **Grade(s):** _____

Cell Phone: _____ **Home Phone:** _____

Email Address: _____

Do you wish to be contacted via cell phone text*? Yes _____ No _____

Do you wish to be contacted via cell phone call? Yes _____ No _____

Do you wish to be contacted via home phone call? Yes _____ No _____

Do you wish to be contacted via email message? Yes _____ No _____

***Cell phone text message opt in option directions:**

Simply text the word, subscribe, to 68453. That's it! You've completed the opt-in process.

You'll know you were successful if you receive the following automatic response SMS message:

You are registered to receive aprox 3 msg/mo. Txt STOP to quit, HELP for help.

[Note: The automatic response message above does not mean that you may only send 3 text messages per month to your recipients. It's merely an approximation required by the wireless carriers to give the recipients an approximation of the number of messages they can expect to receive.]

"Subscribe" is only one of several key words that you could have used. Other opt-in key words are: "Y", "YES", "SUBSCRIBE", "OPTIN" OR "OPT IN"

You can unsubscribe at any time. Try it now. Text the word, stop, to 68453.

You can opt-in and opt-out as many times as you'd like. Other key words that will unsubscribe a recipient are: "Quit", "Remove", or "Unsubscribe"

Opting in does not mean that you will immediately start receiving text messages. It simply means that you have indicated your willingness to receive messages from the service should a school or district try to send a text message to your number from their SchoolMessenger account.