



Administrative Procedure 2020

Communications – School Messenger

Board Governance Policy Cross Reference: [1](#), [2](#), [4](#), [13](#), [14](#)

Administrative Procedures Cross Reference:

[Cancellation of School Bus Service](#)

[Communications](#)

[Student Attendance](#)

Form Cross Reference:

Legal/Regulatory Reference:

Date Adopted: July 2017

Amended: May 2019

General Guidelines for All School Messenger Voice Messages:

All School Messenger voice messages must use a human voice. Computer generated messages should not be used as they are difficult to understand and cannot be translated.

All School Messenger voice messages must include only essential information. For example:

- attendance notifications;
- school emergencies; or
- bus cancellations.

The following procedures outline the use of this service by the Division.

DIVISION WIDE SERVICE REQUEST FROM:	PROCEDURE	ROLE/RESPONSIBILITY /APPROVAL
Board of Trustees	<ul style="list-style-type: none"> • Board of Trustees approves request for Divisional message; • Board of Trustees outlines specific details of the message; • Board of Trustees outlines target demographics; and • Board of Trustees outlines language(s) to be used in the message. 	<ul style="list-style-type: none"> • Communications Coordinator informs Superintendent/CEO of the message; and • Communications Coordinator creates the message based on request from the Board Chair. • Final approval must be obtained from the Superintendent/CEO or designate.
Senior Administration	<ul style="list-style-type: none"> • Senior Administration approves request for Divisional message; • Senior Administration outlines specific details of the message; • Senior Administration outlines target demographics; and • Senior Administration outlines language(s) to be used in the message. 	<ul style="list-style-type: none"> • Communications Coordinator creates the message based on request from Senior Administration • Final approval must be obtained from the Superintendent/CEO or designate
School Request	<ul style="list-style-type: none"> • School Leader emails the Assistant Superintendent with the request; • The request must include: <ul style="list-style-type: none"> ○ details of the request; ○ the proposed message; ○ target audience of the message; and ○ language(s) to be used in -the message. 	<ul style="list-style-type: none"> • Communications Coordinator creates the message based on request from Assistant Superintendent • Final approval must be obtained from the Superintendent/CEO or designate

SCHOOL-BASED SERVICE	PROCEDURE	ROLE/RESPONSIBILITY /APPROVAL
Attendance	School Messenger attendance messages will be sent based on the Student Attendance Administrative Procedure.	
Bus Cancellation	School Messenger transportation messages will be sent based on the Cancellation of School Bus Service Administrative Procedure.	
	<ul style="list-style-type: none"> • Bus cancellation calls may occur before 7 a.m. • Bus cancellation calls may be issued more than once per day. • Bus cancellation calls will include school closure information. 	<ul style="list-style-type: none"> • Supervisor of Transportation obtains approval of the School Messenger message from the Director of Facilities & Transportation; and • Supervisor of Transportation or designate will initiate the School Messenger message.

General Guidelines for All School Messenger Email and Text Messages:

The email/text option in School Messenger allows the school to send an email or text message to all associated guardian contacts who have an email address in our student information database. The email and text message option in School Messenger allows users to unsubscribe to the service. Users may choose to opt out of this service at any time.

Examples of different uses for this service are:

- Newsletters; and
- School Announcements.

The following procedures outline the use of this service by Division Schools.

SCHOOL-BASED SERVICE	PROCEDURE	ROLE/RESPONSIBILITY /APPROVAL
Newsletters, school announcements, etc.	<ul style="list-style-type: none"> • Request is made to the School Leader; • The request must include: <ul style="list-style-type: none"> ○ details of the request; ○ the proposed message; ○ target audience of the message; and ○ language(s) to be used in the message. 	<ul style="list-style-type: none"> • Administrative Assistant or School Messenger Administrator for the school obtains approval of the message from the School Leader; and • Administrative Assistant or School Messenger Administrator generates the message.

Post-Service Division and School Requirements

Brandon School Division’s Communications Coordinator, School Leaders/Office Staff and Transportation Staff are expected to regularly review the system broadcast reports to ensure that messages are completing successfully, and make necessary changes to minimize non-contact calls.