

## **AUTOMATED PHONE MESSAGES FOR “SNOW DAY” CLOSINGS**

An automated phone broadcast service is a powerful tool to communicate with parents and employees when severe weather forces the cancellation of school. It gives parents and staff accurate, timely information and can help avoid confusion or omission of information that sometimes can take place among the large regional media outlets.

Understanding that early-morning or late-night calls may be undesirable for some, a timeline has been outlined with the intent to minimize the inconvenience for our families while communicating most effectively with those parents and staff members who must account for long commutes, or who must arrange for child care at the last minute.

When the decision is made to call off school, the following guidelines will be used to determine when a broadcast call should be used.

### **EVENING DECISIONS**

If a decision is made in the evening to cancel school for the next day, SchoolReach calls will begin no later than 9:45 p.m., with the latest call going out at approximately 10:30 p.m.

### **MORNING DECISIONS**

If a decision is made after 9:30 p.m. the night before (therefore after the point where a broadcast could be launched by 9:45 p.m.), the broadcast will begin at 6 a.m. the next morning, with the latest calls going out at approximately 6:45 a.m.

### **NOTIFYING DISTRICT STAFF MEMBERS**

District staff members will receive an automated call as soon as the decision is made, as late as 11 p.m. the night before, or as early as 5 a.m. on the morning of cancellation.

### **OTHER SOURCES FOR CANCELLATION INFORMATION**

At any time of the day or night, families and staff may consult other sources of information to determine if schools will be closed. The district's Web site ([www.eudoraschools.org](http://www.eudoraschools.org)) will be updated as soon as the decision is made, and a corresponding message will be sent to the district news listserv at that time. Regional media also will be contacted, as in the past.