

The School Board authorizes administrative use of automated telephone messaging in order to expedite communications to parents and staff. In order to safeguard the privacy of parents and staff, use of this technology shall be limited to the following:

1. Non-emergencies such as the following: announcements of report card distribution dates, school sponsored Open House type events that affect an entire grade or the entire school.
2. Emergency announcements such as the following: cancellation of school, delay of school openings, early dismissal of school, or bus delays due to mechanical breakdowns or accidents.
3. Under no circumstances shall the automated telephone system be used as a marketing tool for political purposes or for private enterprise profit, including sales of yearbooks, class rings, and the like.
4. All other situations not addressed above shall be subject, when possible, to the approval of the Superintendent.
5. Activation of the system will be limited to those designated by the Superintendent. Each activation will require the approval of the Superintendent. If unable to reach the Superintendent and the situation is deemed to be an emergency the designee will be allowed to initiate the system after having exhausted all attempts to reach the Superintendent and follow up by immediately providing the Superintendent with a written detailed report of the situation.
6. At all times, sensitivity to privacy and appropriateness will prevail.