



COMMISSION SCOLAIRE SIR-WILFRID-LAURIER
SIR WILFRID LAURIER SCHOOL BOARD

September 16, 2019

Dear Parents and Guardians,

The Sir Wilfrid Laurier School Board is proud to be implementing a new mass notification system called COMMUNICATE by SchoolMessenger. **COMMUNICATE** is a reliable school emergency alert system that will allow our schools and the school board to send timely and effective communications via email, SMS and phone (voicemail). Parents, guardians and school staff will be notified of school emergencies minutes after the message is sent.

We have tested this new system with a few schools and are now ready to launch to all schools of the SWLSB. For this new communication tool to be effective, your contact information as indicated in your child's record must be up to date to receive notifications. **Please validate and update your contact details through the Mozaik Parent Portal by following the instructions [here](#).**

The next two communications will be sent as follows by email and SMS through COMMUNICATE:

1. EMAIL - On **Wednesday, September 18**, you will receive an email that will look different from what you usually receive, with a footer indicating that it was sent by SchoolMessenger through COMMUNICATE.
2. SMS - On **Thursday, September 19**, at approximately 10 a.m., you will receive a text message (SMS) from the short code number 978338 that will ask you to opt in by replying Y or Yes.

Once you have opted in, you will receive the following opt-in response: *You're registered 4 SchoolMessenger notifications. Text STOP to quit, HELP for help. Std msg/data rates may apply. Freq varies. schoolmessenger.com/smsca.*

The week of September 23, we will be able to proceed with emails and SMS messages to test the system.

We look forward to implementing this new communication tool and thank you for your cooperation.

The Communications and Information Technology Departments

SchoolMessenger is compliant with the Student Privacy Pledge™, so you can rest assured that your information is safe and will never be given or sold to anyone.

By law, we must obtain the user's permission to send SMS messages to any mobile device. We do not charge for the text messages that you receive or send to us through our short code number. However, wireless providers may charge for individual text messages, depending on the plan associated with the wireless device. Please consult your carrier if you are uncertain.