ParentLink

- Messaging via Phone and E-mail
- 3 Types of Messages
  - Emergency
  - Custom
  - Attendance
Emergency Messaging

- “Sahuarro HS Evacuated” – 1:03pm
  - 1702 delivered (Phone)
    - Live Answer – 1058 (59%)
    - Answering Machine – 643 (35%)
    - 94% delivered
  - 577 delivered (Email) – 1:08pm

- “Sahauaro HS Update” – 1:34pm
  - 1696 delivered (Phone)
    - Live Answer – 1064 (59%)
      - Recipient hang-up (3%)
    - Answering Machine – 572 (31%)
    - 93% delivered
  - 577 delivered (Email) – 1:43pm

- “Sahuarro Student Pick-Up” – 2:58pm
  - 1719 delivered (Phone)
    - Live Answer – 1119 (62%)
    - Answering Machine – 573 (31%)
    - 93% delivered
Custom Messaging - District

- “Magnet Forum”
  - 13,517 delivered
    - Live Answer – 7,945 (52%)
    - Answering Machine – 4,863 (31%)

- “Boundary Survey”
  - 41,673 delivered
    - Live Answer – 24,505 (50%)
    - Answering Machine – 16,951 (35%)

- “School Start Time”
  - 42,742 delivered
    - Live Answer – 24,385 (50%)
    - Answering Machine – 17,350 (35%)

*85% delivered*
Custom Messaging - Site

- Approximately 40 sites sending messages
  - “Back to School Night” – 52% live answer
  - “Open House” – 53% live answer
  - “Meet Your Teacher” – 52% live answer
  - “Early Release” – 50% live answer
  - “PTA Meeting” – 56% live answer
  - “Curriculum Night” – 52% live answer
  - “Parent Meeting” – 53% live answer
  - “Picture Day” – 57% live answer
Attendance Protocols

- 30 minutes prior to bell – voice messages cleared
- Within 10 minutes of first bell – attendance submitted
- Within 45 minutes of first bell – all unexcused absences reconciled in Mojave.
Attendance Messaging

- 10 Pilot Schools – Total Calls (8/18-8/22)
  - Tucson – 2258
  - Pueblo – 1362
  - Palo Verde – 1200
  - Booth-Fickett – 416
  - C.E. Rose – 135
  - Dodge – 25
  - Maldonado – 134
  - Lawrence – 81
  - Holladay – 45
  - Fruchthendler – 20
Ready, Set, GO!!!!

- All schools will go live on Sept. 2nd
- Visited 36 non-pilot schools (will visit the rest this week).