

2290 Use of Automated Telephone Messaging 2290

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 either 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 automotive 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 School Board.
5. Activation of the system will be limited to those designated by the Superintendent. Each activation will require the approval of the Superintendent.
6. At all times, sensitivity to privacy and appropriateness will prevail.

Adopted: 9/2006

Revised: 6/2010