

West Windsor-Plainsboro Regional School District's Communication System

SchoolMessenger provides a comprehensive communication tool for the district. WW-P is able to send out automated/recorded phone messages, text messages and emails. SchoolMessenger integrates with Genesis and pulls parent and guardians' emails and cellphone numbers. It is important for parents to ensure that their contact information in Genesis is accurate as SchoolMessenger will send messages to the accounts and phone numbers listed in Genesis.

How messages will be sent:

- For emergencies, which will require the immediate notification of parents, such as lockdowns and evacuation situations, or an early dismissal after the school day has started; we will use every communication tool which will include: notice via phone calls, text messages (if they have opted-in) and emails. All information will be posted to the district's website, Twitter and Facebook pages.
- For school closings (before the school day i.e., the night before or the morning of) parents and guardians will receive text messages (if they have opted-in) and emails. All information will be posted to the district's website, Twitter and Facebook pages.
- For reminders, such as upcoming school closings, holidays, or parent-teacher conferences, WW-P will notify parents and guardians via email. In addition, the information will be posted on the website, and on the district's Facebook and Twitter pages.

In addition to the above emergency communication protocols, we have created a process to decrease the amount of emails received by parents and guardians from the school district.

- Each school sends out one newsletter-style email including all PTA/PTSA, school, and districtwide news on a weekly basis. All 10 newsletters are published on the website each week.

Transportation uses SchoolMessenger to notify parents of delays.

- Transportation updates regarding delays are sent out via SchoolMessenger's text message feature (if opted-in). These messages will be targeted at each bus routes' specific student list.

To receive text messages from WW-P please follow the information below:

- If you are registering new students for the upcoming school year, you will receive an opt-in text message by the first week in August.
- If you are enrolling your student for the current school year, you will receive an opt-in text message within two business days from your meeting with the Registrar.
- Check and make sure your information in your Parent Genesis Account is correct and that your cellphone number is one of the first two numbers listed. If you update this information the new cellphone number(s) listed will receive an automated message the following day.
- If you are unable to receive short-code text messages please contact your network provider.
- If you have opted out in the past through a different school district and want to receive future communication from WW-P text "Y" to 67587.

Make sure to follow the district on WW-P's official social media pages.

**Twitter: [Twitter.com/WWP_Schools](https://twitter.com/WWP_Schools)
Facebook: [Facebook.com/WWP.Schools](https://facebook.com/WWP.Schools)
Instagram: [Instagram.com/WWP_Schools](https://instagram.com/WWP_Schools)**

