

Berryville Public School District

Dear Parent,

In our effort to improve communication between parents and school, January 5th, 2008 the Berryville School District has instituted a telephone broadcast system that will enable school personnel to notify all households and parents by phone within minutes of an emergency or unplanned event that causes early dismissal, school cancellation or late start. The service may also be used from time-to-time to communicate general announcements or reminders. This service is provided by SchoolReach, a company specializing in school-to-parent communications. **Berryville School will continue to report school closings due to snow or weather on local radio & TV stations and will use this system as an overlay to the public announcements.**

When used, the service will simultaneously call all listed phone numbers in our parent contact list and will deliver a recorded message from the Berryville School District. The service will deliver the message to both live answer and answering machines.

No answers and busies will be automatically retried twice in fifteen minute intervals after the initial call.

NOTE:

- ▶ **This requires NO registration by the parent on the SchoolReach website.**
- ▶ **Student's home phone numbers are being pulled from your student school records.**
- ▶ **If you would like to change your number that we have listed to a different number for School Reach to notify you (perhaps to a cell phone number) you may fill out the form attached.**
- ▶ **If you would like to enter your information on line please visit the Bobcat Home Page and click on the link: "School Reach Parent Contact."
[Or Click here for the online registration.](#)**
- ▶ **Only parent or guardian contact number will be listed in the School Reach Program.**

All information and contact numbers are strictly secure and confidential and are only used for the purposes described herein.

Here is some specific information you should know:

- **Caller ID:** The Call ID will display **870-423-7065**, which is the main number for Berryville School.
- **Live Answers:** There is a **short pause** at the beginning of the message, usually just a few seconds. Answer your phone as you normally would; **"hello"** and hold for the message to begin. Multiple **"hello's"** will delay the message. Inform all family members of this process who may answer your phone.

- **Answering Machines:** The system will detect that your machine has answered and will play the recording to your machine. The maximum number of rings before hang-up is five. Make sure your machine answers after four rings or you may miss the message.
- **Message Repeat:** At the end of the message you will be prompted to 'press one' to hear the message again. This is very helpful when a child answers the phone and hands it to a parent, who can then 'repeat' the message in its entirety.

If you have any questions, please contact **Kim Harvell-kharvell@bobcat.k12.ar.us**

SchoolReach, the service provider, uses the best available technology in the industry to detect the difference between human answer and machine answer.

Here's how detection works:

1. The system detects and measures the voice energy when the phone is answered.
2. The system measures this energy in combination with the background noise and line impairments.
3. If the system determines that it is a "live" answer it will immediately start playing the message.
4. If the system determines that it is a machine, it will wait for three full seconds of silence before playing the message with a maximum wait time of twenty seconds.
5. If the system cannot make a determination, it will default to answering machine thus requiring three seconds of silence for the message to play. In this case, you may hear a prompt to "press any key to hear the message immediately."

Some reasons for false detection:

1. Loud background noise; television, radio, general noisy environment.
2. A cordless phone that has static or other foreign noise.
3. Not saying "**hello**" or delaying saying "**hello**".

What can be done to remedy this?

1. Do not say "**hello**" more than once. If the system detected your answer incorrectly, all noise will reset the three-second counter.
2. If, after you answer, the message does not immediately play, cover the mouthpiece of the phone to cutout all background noise. The message should begin after three seconds.

Please fill out and return only if you want to be contacted at a different phone number other than the phone number that is currently listed in your student contact information.

You may also fill this form on line. (which will allow us get you entered into the system quicker).
The link to the on-line form is located on the Bobcat Home Page.
Look for the link “School Reach Parent Contact”

Return this information to your

Parent or guardian last name: _____

Parent or guardian first name: _____

Student 1- First and Last Name: _____ Grade _____

Student 2- First and Last Name: _____ Grade _____

Student 3- First and Last Name: _____ Grade _____

Student 4- First and Last Name: _____ Grade _____

Primary phone number to be contacted by the Berryville School:

Cell Phone **Lan Line (Home Phone, etc)**

Area Code _____ Number _____

Secondary phone number to be contacted by the Berryville School:

Cell Phone **Lan Line (Home Phone, etc)**

Area Code _____ Number _____