



Peabody Public Schools

21 Johnson Street
Peabody, Massachusetts 01960
www.peabody.k12.ma.us

C. Milton Burnett, Ed.D.
Superintendent of Schools

Dear Peabody Public School Parents:

February 1, 2010

On December 3, 2009 we implemented a new alert and notification service throughout Peabody Public Schools. The new service is called Connect-ED® and has enabled us to personally communicate with parents about emergency situations, school events and important issues impacting your child. It allows us to send personalized voice messages to your family's home, work or cell phones, e-mail communications, and even text messages. We are able to reach everyone in the district within minutes.

Connect-ED® has two types of telephone messaging. The first message will only call the primary phone number where the student resides. This type of call will be used for outreach notifications such as weather related cancellations/delays and meeting events. The second type of call will be used in case of a critical emergency and will call all phone numbers on file including the primary residence, parental cell phone and parental work phones. Please note these important call delivery notes:

1. When a call comes from the school (or district) your caller ID will display the school (or district) phone number.
2. When listening to a message, please be aware that background noise will cause the system to stop and start. It is carefully calibrated to determine whether a person or an answering machine/voicemail has been reached, and background noise may affect the delivery. If possible, move to a quiet area, or press the "mute" button on your phone.
3. Delays & School cancellation phone calls will generally be made shortly after 6:00 a.m. to the primary phone number where the student resides.
4. If you missed any part of a message, please stay on the line and press the * (star) key on your phone to hear the entire message again.

One of the additional features of our Connect-ED® system allows us to send emails to parents for both outreach and critical information. We plan on using the email portion of Connect-ED® to provide you with school based information that is important but may not warrant an immediate telephone call.

It is important that your child's school has all of your current telephone numbers and email addresses so that you will not miss out on any important communications.

If there is new telephone or email information please complete the form that is available under the Connect-ED® link on the Peabody Public Schools website; (www.peabody.k12.ma.us) and return the completed form to your child's school's office.

You have an option to opt-out of receiving these messages. Should you choose to opt-out an opt-out letter is available in each school office.

It is an honor to serve you and your children in the Peabody Public Schools and we look forward to connecting with you more effectively in the very near future.

Sincerely,
C. Milton Burnett, Ed.D.
Superintendent of Schools