



Administrative Procedure 1230
BLACKBOARD CONNECT (CONNECT ED) GUIDELINES

Responsible: Office of School Performance

PURPOSE

This administrative procedure shall provide effective strategies for placing Connect Ed communications to the parents/guardians of WCSD students.

PROCEDURE

1. Call Types

- a. Delayed starts, school closures, and bus delays which impact several or all WCSD schools, due to weather or a regional emergency, will be made through the Office of Communications and Community Engagement.
- b. Calls for lock downs and school emergencies will be decided on a case-by-case basis. Principals will be notified as to whom will make the ConnectEd call by either the Office of School Performance Area Superintendent or the Office of Communications and Community Engagement, depending on the particular emergency protocol.
- c. Schedule changes, such as the cancellation of early release or delayed starts for testing, will be sent by the Office of Communications and Community Engagement. Principals will receive at least 24 hours advanced notice of District-wide communications.

2. Guidelines

- a. ConnectEd phone calls should not be initiated before 9 a.m. or after 7:30 p.m., unless it is an emergency.
- b. Message length should be no longer than 45 seconds.
- c. Informational messages to the entire student body (such as PTA meetings or picking up cookie dough) should be limited to no more than twice a month. Initiatives should be grouped together and calls set to be received early in the week, such as Sunday evening.
- d. As possible, messages should be translated for Spanish speaking homes to receive messages in Spanish. Do not send the English and Spanish message together.
 - i. Use the CONNECT ED LANGUAGE in Infinite Campus to determine which language to use when sending the message. DO NOT use the Home Language field.

- e. Be aware of the audience for your intended message. If the call is for band parents and students, do not send the message to the entire student body, but only to band students. For assistance, contact the IT support line (789-3456).
 - f. Schools may not import groups of students who are not currently enrolled in the school (for example: incoming freshman to a high school). If the need arises to make Blackboard Connect (Connect Ed) calls to such a group, contact the Infinite Campus, Applications Specialist for the steps to follow. This will prevent the school from sending unwanted messages to a student not currently enrolled at that site.
3. Additional Support
- a. Area Superintendents will support schools directly when messages are not well-received by parents.
 - b. Communications can provide assistance regarding effective messaging.
 - c. IT offers training on how to use Connect Ed messaging.
4. When using online translation devices to translate a message, a native speaker must review the script. If a native speaker is not available, contact:
- Diversity Department – 789-3438
 - Office of School Performance – 325-2036
 - Translation Office - 325-2077
 - Department of Family-School Partnerships – 325-2000

DESIRED OUTCOMES

1. This Administrative Procedure is designed to give school staff protocol for creating Connect Ed calls.

IMPLEMENTATION GUIDELINES & ASSOCIATED DOCUMENTS

1. This Administrative Procedure reflects the goals of the District's Strategic Plan.
2. This administrative procedure aligns with the governing documents of WCSD to include:
 - a. Board Policy 1160, Communications, Community Relations, and Public Engagement
 - b. Board Policy 5036.1, Family Engagement

c. Administrative Regulation 1160.1, Parent Involvement

REVIEW AND REPORTING

1. This procedure and any accompanying documents will be reviewed annually.

REVISION HISTORY

Date	Revision	Modification
04/12/2013	1.0	Adopted as Accepted Practice
12/05/2013	2.0	Revised
9/10/2014	3.0	Revised: converted to Administrative Procedure