

Sent: Wednesday, 7/18/2018 at 1:32 PM
To: CRSD Listserv

Re: CRSD New Parent Communication Platform and Community E-News

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New Parent Communication Platform and Community E-News

Dear CR Parents and Community Members—

In an effort to streamline and improve our communication systems, we are transitioning to a new mass communication platform, Blackboard Communications, that will be launched this summer and fully utilized at the start of the 2018-2019 school year. The platform, which integrates with our current website system, will be used for district level and school-based parent robocalls and emails. Furthermore, it will also be utilized to deliver text messages. Texting will be reserved for time sensitive and/or emergency

communications. Parents will receive an introductory test text in August from the Office of Community Relations. Those parents who do not wish to receive text communications, simply need to follow instructions indicated in the test text message to unsubscribe/opt-out for that feature.

In addition to having a text message component, our new Blackboard communication platform also has an E-News feature that will replace our current listserv platform. Parents will **NOT** need to register for district level or school-based listservs, as all parent communications moving forward will be delivered through the Blackboard communication system mentioned above via the email(s) on record for you in HAC.

Community members who do not have children in the district, but who wish to stay informed, may sign up for and receive general district level and/or school-based information and updates by registering for E-News (our new listserv) via the district website. A button for E-News now appears on the CRSD website in the RESOURCE section. Community members are invited to sign for CRSD E-News by clicking [HERE](#).

Thank you for your support as we work to improve our communication systems.

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