

MILLARD PUBLIC SCHOOLS

BOARD MEETING NOTICE

A Board Committee of the Whole meeting will be held on Monday, August 8, 2005, at 7:00 p.m. at the Don Stroh Administration Center, 5606 South 147th Street.

Public Comments on agenda items - This is the proper time for public questions and comments on agenda items only. Please make sure a request form is given to the Board Vice-President before the meeting begins.

AGENDA

1. Food Service Policies
2. District-wide Messaging System

Public Comments - This is the proper time for public questions and comments on any topic. Please make sure a request form is given to the Board Vice President before the meeting begins.

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3711

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3711 – Support Services – Food Service – Program – USDA/NDE

ACTION DESIRED: Approval Discussion Information Only

BACKGROUND: The District is reviewing and revising its policies regarding the food service program.

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3711 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a


IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

MEMORANDUM

To: K. Lutz
 From: K. Fossen 
 Re: Food Service Policies
 Date: July 6, 2005

On the agenda for the July 11th board meeting are some food service policies. One of the policies is a revision. The others are all new.

Earlier this year, the board appointed an *ad hoc* food service committee to make recommendations related to the food service program. The intent of the new policies is to incorporate that committee's recommendations as well as to address some other operational issues.

Here is a list of some of the significant provisions included in the new policies:

- There would be a focus on nutrition. (See the 30% rule in Rule 3714.1) If the 30% rule raises concerns, I'd suggest we amend this to be 35%. The 35% rule would allow a significantly wider selection of food choices. Also, since we are going to a nutrition-based program, it might be better to start with the 35% rule and then reduce to the 30% rule later if the program is successful. [Note: I drafted the Rule with the 30% language because that was what the committee recommended.]
- Both lunch and breakfast programs would be made available in all of the buildings. An application for an exception would need to come from the building principal with approval from the building site team.
- All food and beverages sold in the buildings between 7:00 a.m. and 4:00 p.m. would need to be done via the food service program. That would mean that a student group could not sell Krispy Kreme donuts as a fund raiser during school hours. Similarly, other groups could not sell "junk food" during the day and undermine the committee's desired focus on nutrition. This would also preclude vendors (e.g., Pizza Hut) making deliveries to schools during school hours.
- Concession stands and fundraisers (e.g., spaghetti feeds) held after 4:00 p.m. would not be governed by the food service program policies.
- Although no food can be "sold" in competition with the food service program during the school day, birthday parties would be permitted since there is no food being "sold." It is being given with no charge to students. These "classroom snacks" or "treats" could not be made available for one-half hour before and after the times when breakfast and lunch programs were being served.
- Food of minimal nutritional value ("junk food") would be minimized. There are some exceptions noted in the Rule 3714.1.

- A la carte items would be available at all levels, however, students at the elementary schools and the middle schools would first need to purchase a regular meal before getting an a la carte item (with the exception of milk).
- The serving sizes are specified the on Rule. These are from the School Breakfast and Lunch Program regulations.
- Policy 3715 adopts the Committees recommendation to have the food service program become self-sufficient (including both the direct and indirect costs). The Committee wanted this recommendation to be gradually implemented rather than to do it in one year. It should be noted that \$170,000 is transferred annually to the high school activities program via food service. This amount needs to be considered as part of the “indirect costs” recouped by the District.
- We are in the process of implementing on-line credit card payments into students’ food service accounts. Policy 3716 would give approval for this arrangement and would provide that the food service program absorb the transaction costs rather than passing them along to parents/students.

If you have any questions or need additional information, let me know.

Business Support Services – Food Service**Food Service Program – USDA/NDE****35353711**

~~Meals for needy children will be provided in accordance with the current state regulation on the subject. Copies of rules on the subject are included in appendix “A”. The District shall participate in and comply with all requirements of the National School Lunch and Breakfast Program administered by the United States Department of Agriculture (USDA) and the Nebraska Department of Education (NDE).~~

Policy Adopted: April 7, 1975
Renumbered & Revised: August 1, 2005

Millard Public Schools
Omaha NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3712

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3712 – Support Services – Food Service – Program - Management

ACTION DESIRED: Approval Discussion Information Only

BACKGROUND: The District is reviewing and revising its policies regarding the food service program.

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3712 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a

IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

Support Services – Food Service**Program – Management****3712**

The District may engage the services of a food service management company to assist with the management of its food service program.

The procedures for the selection of such food service management company shall comply with the requirements of the National Breakfast and School Lunch Program.

Policy Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3713

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3713 – Support Services – Food Service – Program - Committee

ACTION DESIRED: Approval Discussion Information Only

BACKGROUND: The District is reviewing and revising its policies regarding the food service program.

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3713 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a

IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

Support Services – Food Service**Program – Committee****3713**

The District shall establish a Nutrition & Wellness Committee which shall be composed of students, parents, teachers, food service personnel, and others as determined by the administration. Such committee shall meet at least annually and make recommendations to the administration with regard to the District's programs related to nutrition and wellness.

Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3714

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3714 – Support Services – Food Service – Program - Offerings

ACTION DESIRED: Approval Discussion Information Only

BACKGROUND: The District is reviewing and revising its policies regarding the food service program. (Proposed Rule 3714.1 is attached FYI.)

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3714 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a

IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

Support Services – Food Service**Program – Offerings****3714**

The District shall offer food services to the students in all of its elementary, middle, and high school buildings. Such food services shall be nutrition-based and shall minimize or eliminate the availability of “foods of minimal nutritional value” (as defined by the USDA’s National School Lunch and Breakfast Program.

All food and beverage sales on the District’s premises between the hours of 7:00 a.m. and 4:00 p.m. on school days shall be made through the District’s food service program.

Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

Support Services – Food Service**Program – Offerings****3714.1**

1.0 The following definitions shall apply to this Rule:

- 1.1 “A la carte” shall mean individually priced food items (i.e., protein, fruits, vegetables, grains, and milk). Multiple a la carte items purchased at the same time may constitute a qualified meal if the combination of multiple items meets the United States Department of Agriculture (USDA) requisites.
- 1.2 “Candy coated popcorn” shall mean popcorn that is coated with a mixture made predominantly from sugar and corn syrup.
- 1.3 “Chewing gum” shall mean any flavored products from natural or synthetic gums and other ingredients that form an insoluble mass for chewing.
- 1.4 “Competitive foods” shall mean edible products and/or beverages sold or distributed in or on school owned property when such products and/or beverages are not a part of the District’s food service program.
- 1.5 “Fondant” shall mean a product consisting of microscopic-sized sugar crystals that are separated by a thin film of sugar and/or inverted sugar in solution (e.g., candy corn, soft mints, etc.).
- 1.6 “Foods of minimal nutritional value (FMNV)” shall mean soda water, water ices, chewing gum, and certain candies (i.e., hard candy, jellies and gums, marshmallow candies, fondant, licorice, spun candy, and candy coated popcorn) as defined by the USDA.
- 1.7 “Fruit or vegetable drink” shall mean beverages labeled as containing fruit or vegetable juice in amounts less than 100%.
- 1.8 “Fruit or vegetable juice” shall mean beverages labeled as containing 100% fruit or vegetable juice.
- 1.9 “Hard candy” shall mean a product made predominantly from sugar (sucrose) and corn syrup that may be flavored or colored, and is characterized by a hard, brittle texture (e.g., sour balls, lollipops, fruit balls, candy sticks, starlight mints, after dinner mints, jaw breakers, sugar wafers, rock candy, cinnamon candies, breath mints, etc.).
- 1.10 “Jellies and gums” shall mean a mixture of carbohydrates that are combined to form a stable gelatinous system of jelly-like character and are

generally flavored and colored (e.g., gum drops, jelly beans, jellied and fruit-flavored slices, etc.).

- 1.11 “Licorice” shall mean a product made predominantly from sugar and corn syrup that is flavored with an extract made from the licorice root.
- 1.12 “Marshmallow candies” shall mean an aerated confection composed of sugar, corn syrup, inverted sugar, twenty percent water, and gelatin or egg white to which flavor and/or colors may be added.
- 1.13 “Qualified meal” shall mean a meal which meets the requisites for a reimbursable meal under the USDA’s National School Lunch and Breakfast Program.
- 1.14 “Soda water” shall mean any carbonated beverage (even though it may contain discreet nutrients added to it such as vitamins, minerals, and/or proteins).
- 1.15 “Snacks” shall mean food or beverage items that are not a component (i.e., protein, fruit, vegetable, grain, or milk) of a qualified meal.
- 1.16 “Spun candy” shall mean a product made from sugar that has been boiled at high temperature and spun at a high speed in a special machine (e.g., cotton candy).
- 1.17 “Water ices” shall mean any frozen, sweetened water and flavored ice with the exception of products that contain fruit or fruit juice.

2.0 General Provisions

- 2.1 Beginning no later than January 1, 2006, all students in the District shall have access each school day to both breakfast and lunch programs.
- 2.1.1 The foregoing requirement may be waived for an individual building upon application by the building principal (with support from the building site team) that one or both programs are not needed or desired by the students served by such building.
- 2.1.2 Applications for a waiver of a breakfast or lunch program shall be submitted in writing to the superintendent (or designee).
- 2.2 A la carte items shall be offered to students under the following restrictions:
- 2.2.1 Elementary Schools: With the exception of milk, a la carte items may be purchased only after the student has first purchased a qualified meal.

2.2.2 Middle Schools: With the exception of milk, a la carte items may be purchased only after the student has first purchased a qualified meal.

2.2.3 High Schools: Students shall not be required to purchase a qualified meal prior to purchasing a la carte items.

2.3 The procedures of the District's food service program shall provide multiple ways for students to select their meal items to create a meal package that constitutes a qualified meal.

3.0 Nutritional Standards

3.1 In elementary schools, entrees containing more than 28 grams of fat per serving may be served to students no more than twice per week.

3.2 In middle schools and high schools, no more than 20% of the entrees offered during the week may contain more than 28 grams of fat per serving.

3.3 Each snack item must have 30% or fewer of its calories derived from fat (hereinafter referred to as "the 30% Rule"). Nutrient dense items (including, but not limited to, nuts, seeds, whole grains, fresh fruits, and vegetables) shall be exempt from the 30% Rule.

3.3.1 The 30% Rule shall be implemented in all buildings in the District under the following schedule:

3.3.1.1 On or before July 1, 2005 all elementary schools shall fully comply with the 30% rule.

3.3.1.2 On or before July 1, 2006 all middle schools shall fully comply with the 30% rule.

3.3.1.3 On or before July 1, 2007 all high schools shall fully comply with the 30% rule.

3.4 Classroom snacks may, if approved by the building principal, be given to students at any time during the school day other than 30 minutes before and after those times when qualified breakfasts or lunches are being served. Birthday parties, holiday events, and all other activities held during the school day shall be subject to this provision.

3.5 In elementary schools, deep-frying shall not be used as a method of on-site preparation of food. Flash-fried foods from the manufacturer may be served if such foods are heated on-site by a means other than deep-frying.

4.0 Restrictions on FMNV

4.1 No foods of minimal nutritional value (FMNV) shall be sold or served to students between the hours of 7:00 a.m. and 4:00 p.m. on school days.

4.1.1 The restriction on selling or serving FMNV shall not apply to the following:

4.1.1.1 FMNV covered by the District's exclusive soft-drink vending contract until such contract expires on June 30, 2008.

4.1.1.2 FMNV dispensed by a nurse to students during the course of providing healthcare to the student.

4.1.1.3 FMNV dispensed to a special needs student pursuant to the student's individual education plan (IEP).

4.1.1.4 FMNV served to students as part of the curriculum (e.g., cultural heritage presentation).

4.1.1.5 FMNV on field trips or other activities held off school grounds.

4.1.1.6 FMNV which are brought to school by a student for the purpose of the student's personal consumption.

4.1.1.7 FMNV which are an integral part of a special event approved by the building principal.

5.0 Serving Portions

5.1.1 The following minimums and maximums (if any) shall apply to portions of food served in the District's food service program:

| <u>School Lunch Components</u> | <u>High School</u> | | <u>Middle Schools</u> | | <u>Elementary</u> | |
|---|-----------------------------|----------------|-----------------------------|----------------|----------------------------|----------------|
| | <u>Minimum</u> | <u>Maximum</u> | <u>Minimum</u> | <u>Maximum</u> | <u>Minimum</u> | <u>Maximum</u> |
| <u>Protein Requirement</u> <i>(Ready to Serve)</i> | <u>2oz</u> | <u>4.5oz</u> | <u>2oz</u> | <u>3.5oz</u> | <u>2oz</u> | <u>3oz</u> |
| <u>Fruit Requirement</u> | <u>½ cup</u> | | <u>½ cup</u> | | <u>½ cup</u> | |
| <u>Vegetable Requirement</u> | <u>½ cup</u> | | <u>½ cup</u> | | <u>½ cup</u> | |
| <u>Grain Requirement</u> <i>(Availability to students)</i> | <u>10 servings per week</u> | | <u>10 servings per week</u> | | <u>8 servings per week</u> | |
| <u>Milk Requirement</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> |
| | | | | | | |

| School Breakfast Components | <u>Minimum</u> | <u>Maximum</u> | <u>Minimum</u> | <u>Maximum</u> | <u>Minimum</u> | <u>Maximum</u> |
|--|--------------------------------------|----------------|--------------------------------------|----------------|--------------------------------------|----------------|
| <u>Protein Requirement</u> <i>(Ready to Serve)</i> | <u>1oz</u> | <u>3oz</u> | <u>1oz</u> | <u>2.5oz</u> | <u>1oz</u> | <u>2oz</u> |
| <u>Fruit Requirement</u> | <u>½ cup</u> | | <u>½ cup</u> | | <u>½ cup</u> | |
| <u>Vegetable Requirement</u> | <u>½ cup</u> | | <u>½ cup</u> | | <u>½ cup</u> | |
| <u>Grain Requirement</u> <i>(Availability to students)</i> | <u>5 servings</u> <u>per week</u> | | <u>5 servings</u> <u>per week</u> | | <u>5 servings</u> <u>per week</u> | |
| <u>Milk Requirement</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> | <u>8oz</u> |

Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3715

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3715 – Support Services – Food Service – Program - Finances

ACTION DESIRED: Approval Discussion Information Only

BACKGROUND: The District is reviewing and revising its policies regarding the food service program.

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3715 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a

IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

Support Services – Food Services**Program – Finances****3715**

The District's food service program shall be financially self-supporting. The prices charged for food and beverages in the food service program shall be such that the revenues offset the expenditures. Expenditures shall include the direct costs of the program as well as the indirect costs as calculated by the Nebraska Department of Education (NDE).

Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Policy 3717

MEETING DATE:

DEPARTMENT: General Administration

TITLE & BRIEF DESCRIPTION: Policy 3717 – Support Services – Food Service – Program – Reports

ACTION DESIRED: Approval x Discussion ___ Information Only ___

BACKGROUND: The District is reviewing and revising its policies regarding the food service program.

OPTIONS AND ALTERNATIVES: n/a


RECOMMENDATION: It is recommended that proposed Policy 3717 be adopted as submitted following the second reading on August 1, 2005.

STRATEGIC PLAN REFERENCE: n/a

IMPLICATIONS OF ADOPTION/REJECTION: n/a

TIMELINE: Immediate.

RESPONSIBLE PERSON: Ken Fossen, Associate Superintendent (General Administration)

SUPERINTENDENT'S APPROVAL: 

Support Services – Food Service**Program – Reports****3717**

At least annually, a report shall be filed with the board of education regarding the operations of the food service program. Such report shall include, among other things, information on the following: (1) program finances, (2) student participation, and (3) recommendations, if any, from the District's Nutrition and Wellness Committee.

Adopted: August 1, 2005

Millard Public Schools
Omaha, NE

AGENDA SUMMARY SHEET

AGENDA ITEM: Messaging Systems

MEETING DATE: 8 August 2005

DEPARTMENT: Superintendent and Technology

TITLE AND BRIEF DESCRIPTION: District-wide Messaging System

ACTION DESIRED: Information X

EXECUTIVE SUMMARY:

Accompanying material provides comparative information on Messaging Systems with emphasis on Connect Ed hosted services. Hosted messaging system can provide entire district or individual schools with the ability to provide parents/guardians with information on a range of topics from emergency issues to attendance to up-coming events in a matter of minutes. Such a service would improve the District's responsiveness to emergence situations and provide another mechanism to accelerate general communications on ever-changing issues.

RESPONSIBLE PERSON: Keith Lutz and Mark Feldhausen

SUPERINTENDENT APPROVAL: _____

Keith Lutz
(Signature)

BOARD ACTION:

Automated Calling Systems Comparative Matrix

| Features comparison | Connect-ED | Instant Alert | PhoneMaster | SchoolMessenger | Infinite Campus |
|--|---------------------------------------|--|---|---|--|
| Ownership and Cost | Hosted \$76K / yr | Hosted \$80K/yr | Options: *Buy it=\$36K *Hosted = includes 2 calls per year=\$3K *District level unlimited=\$60K | Options: Buy it= \$35K first year set up with ongoing \$2,600 per year Hosted = \$5K for 25,000 calls | No provision for hosting at this time. |
| Capacity | 200 + calls/min | 6,400 text/min, 1,200 calls/min | hosted = 10,000 call/min Web = 24 calls / min | hosted speed = ?? In-house system = 48 calls/min | |
| Data source | | | Imported ASCII | Automated ASCII upload | |
| Call out to give specific school or district info | yes | yes | yes | yes | |
| Call out to give parents attendance data | yes | | yes | yes | |
| Allows for response/survey (keypad/ voice) | coming | | yes | yes, details? | |
| Automate process of calling out | yes | yes | yes /w priorities and time limits to use | yes Parents create settings online | |
| Call parents when an emergency exists | yes | yes | yes | yes | |
| Message created by staff member | yes | entered via web or call and they create | yes, or text to speech | yes, or text to speech | |
| Use other languages | yes | Spanish | yes | up to 99 | |
| Tipline (mask voice calling in) | | | full voice mail sys | yes | |
| Delivers by both voice and email | coming | yes | yes | yes - extra module* | |
| Wait for beep when answering machine answers | yes | | yes – can be a different message | yes | |
| Administer a survey – collect responses | coming later | | yes | | |
| Web Interface to users | yes | yes | yes | yes – extra mod | |
| Contact | Frank Ciraci 877_684-4411 #1774 | Phillis Baker 597-3170 (local) | Dave West 800 695-7788 #1135 | Amanda Davis 888 527-5225 X228 (Joplin MO) | |
| Last Updated | 2004-05 demonstration | 2004-05 rep meeting | July 2005 email proposal | July 2005 email proposal | June 2005 vendor visit |



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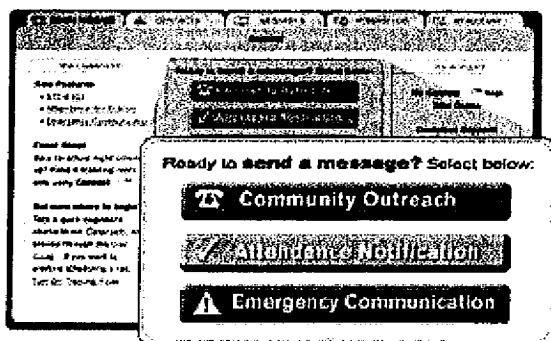
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Reach parents and staff with one phone call for as little as:

One Penny per Student per Day

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What is Connect-ED™?

Your school needs a clear, consistent and reliable voice

Built exclusively for the K-12 education market, **Connect-ED™** enables administrators to record, schedule, send, and track personalized voice messages to tens of thousands of parents in minutes.

Connect-ED™ was built from the ground up with K-12 administrators' needs in mind. **Connect-ED™** offers a bundled set of emergency communication, community outreach, and student attendance management solutions – all controlled by your school or district via a Web interface or, during an emergency, through a standard telephone.

Connect-ED™ Requires:

- No hardware**
- No software**
- No additional phone lines™**

Community Outreach

Remind parents of upcoming school events

Alert parents of last-minute changes to schedules

Rally support for school initiatives and fundraisers

[See an example >>](#)

Attendance Notification

Increased attendance improves student achievement

Communicate in any language

Reduce staff workload with automated attendance processes

[See an example >>](#)

Emergency Communication

Reach parents in an emergency situation

Notify the community of an "Amber Alert"

Reassure parents their children are safe & secure

[See an example >>](#)

How do I use *Connect-ED*™?

Simple "record a message" process

With *Connect-ED*™ you can successfully communicate information to your entire community in minutes using either a standard telephone or, for advanced calling options, a password-protected online administration system. It's so simple to use, you can be up and running in minutes without formal training!

Advanced tracking and resending functionality

After each call, you will receive via e-mail a report allowing you to:

- View how the calls were delivered (live, answering machine, bad number, etc.)
- Resend the message to numbers indicated as "undelivered"
- Quickly identify students with bad numbers for easy follow-up

3-STEP PROCESS:

STEP 1: Select or record a message

STEP 2: Select your recipients and language

STEP 3: Schedule delivery date and time

How does *Connect-ED*™ fit into my workflow?

Connect-ED™ works with your student information system

Using our data import feature you will always have the most up-to-date information in your system. This provides the utmost flexibility, security, and control while allowing you to:

- Easily import entire datasets, contact lists, and groups through our secure website as frequently as you like
- Create and send calls to an unlimited number of groups (grade, language, bus schedule, teacher, faculty, football team, etc.)
- Keep your data current by regularly identifying bad numbers
- Send messages to up to 6 numbers per student without duplication among families
- Select absent students and *Connect-ED*™ will deliver the attendance message in any language you have pre-recorded

WORLD-CLASS INFRASTRUCTURE AND SECURITY

With access to thousands of outbound phone lines, redundant architecture, 24-7 security and monitoring, and robust encryption, *Connect-ED*™ gives its clients access to an infrastructure they can depend upon.

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[How does the **Connect-ED™** system work?](#)

[How is **Connect-ED™** different from autodialer systems?](#)

[How can you reach thousands in minutes?](#)

[How much does **Connect-ED™** cost?](#)

[Are there any unexpected or hidden charges?](#)

[When can I schedule a message to be delivered?](#)

[Do I need to buy any special equipment to use **Connect-ED™**? What about upgrades and support?](#)

[How do I get my contacts into the **Connect-ED™** system?](#)

[Can you integrate with school administrative database systems?](#)

[Can I send messages to just a part of my contact database, for example, just the 4th grade or my faculty?](#)

[Do **Connect-ED™** message recipients need a computer?](#)

[Can I rely on **Connect-ED™** to deliver my calls on the date and time specified?](#)

[Can **Connect-ED™** send out Attendance Messages to families of absentee students?](#)

[Can we collect feedback from our community using **Connect-ED™**?](#)

[What if we have an emergency and don't have access to the Internet to send a message?](#)

[Do "Phone Zappers" prevent **Connect-ED™** messages from being delivered?](#)

[Do you share our information with anyone?](#)

[How long has **Connect-ED™** provided school-to-home communications?](#)

How does the **Connect-ED™** system work?

Connect-ED™ combines the power of the Internet with the pervasiveness of the telephone to give schools an affordable and easy-to-use tool to reach out to their communities. Designated school administrators record a voice message over the telephone and our technology takes care of the rest, delivering your voice message to thousands of recipients within minutes! You don't need to purchase any hardware or software or install any additional phone lines!

How is **Connect-ED™** different from autodialer systems?

There are definitive advantages to the **Connect-ED™** system including the elimination of the need for any additional hardware, software, or phone lines and the speed with which your district or school can deliver calls.

Consider a one minute voice message to 1,000 recipients. A typical autodialer with two dedicated phone lines will take at least 8 1/2 hours to deliver your message.

Connect-ED™ can deliver the same message within five minutes. Since **Connect-ED™** is Web-based, it doesn't need to be installed, configured, repaired, or upgraded. Best of all, **Connect-ED™** quickly delivers detailed results to your e-mail address as soon as the scheduled delivery is complete, including reporting on bad numbers.

How can you reach thousands in minutes?

Connect-ED™ maintains access to thousands of phone lines to insure that school-to-parent communications are delivered quickly and efficiently. Moreover, NTI has the capacity to scale our supporting phone line infrastructure as demand dictates.

Testimonials

Every time I m
Connect-ED™
parents, I hear
they appreciate
service. My att
clerk has been
about how quic
it is to make h
attendance cal

Dr. Faith Mor
Principal
Del Obispo Sc

How much does *Connect-ED™* cost?

Connect-ED™ can be implemented for as little as One Penny per Student per Day. [Contact us](#) for further information.

Are there any unexpected or hidden charges?

Absolutely not! Your *Connect-ED™* subscription entitles you to unlimited technical support and system upgrades.

When can I schedule a message to be delivered?

With *Connect-ED™* you can send your message any time - 24 hours, 7 days a week. Rest assured, we will deliver an "are you sure" message just in case you happen to select 1:00 AM instead of 1:00 PM!

Do I need to buy any special equipment to use *Connect-ED™*?

No. The only thing you need is an Internet connection, a browser that meets or exceeds Internet Explorer 4.5 or Netscape 4.7, and a telephone. You don't have to buy or maintain any special equipment, have special phone lines installed or install any software applications or plug-ins. We provide a detailed step-by-step user guide for your reference and we use industry-standard file types to interface with your student information system so you will be able to use *Connect-ED™* in no time!

What about upgrades and support?

You don't have to worry about any of it - *Connect-ED™* takes care of all upgrades internally. You never have to purchase or install any new software or equipment. Our representatives are there to support you in every step along the way. Contact us at: support@notification.com for further information.

How do I get my contacts into the *Connect-ED™* system?

NTI has designed a simple, online process to import your existing data into your *Connect-ED™* account. We can hold up to six phone numbers per contact. You can add, remove and delete individual contacts at your convenience.

Can you integrate with school administrative database systems?

Connect-ED™ can be integrated with most administrative database systems including Aeries, Blackbaud, and SASI. Additionally, we can work with most custom systems.

Can I send messages to just a part of my contact database, for example, just the 4th grade or my faculty?

Yes. *Connect-ED™* gives you the ability to create custom groups so you can choose exactly who will receive your message. Just the 4th grade? Not a problem. The entire student body? Done. You can even load faculty into your account and send messages just to them. With *Connect-ED™* it's easy.

Do *Connect-ED™* message recipients need a computer?

Connect-ED™ messaging is delivered to your recipients via the telephone, not the computer. To receive a message, your recipients need only answer their telephone (including cell phone) or have an answering machine to record your incoming message.

Can I rely on *Connect-ED™* to deliver my calls on the date and time specified?

Yes. *Connect-ED™* is designed to deliver your message on the date and time scheduled within 15 minutes with 99% accuracy.

Can *Connect-ED™* send out attendance messages to families of absentee students?

Connect-ED™ provides a simple way for you to send out your daily attendance messages. It can easily interface with your existing attendance system to retrieve the day's absentees or you can sort by grade/teacher to pick individuals. **Connect-ED™** will automatically match these absentees with your pre-recorded attendance message, determining for you what language the message should be delivered in based upon the information stored in your system.

Can we collect feedback from our community using **Connect-ED™?**

Yes. **Connect-ED™** allows you to send a message with a question that your recipients can respond to using their telephone keypad. This can be used anytime feedback from parents or staff would help you plan for an event or make a decision such as field trips, event planning, budget spending, etc. As with other message types, you will have the ability to access detailed results of your survey, including how each recipient responded.

What if we have an emergency and don't have access to the internet to send a message?

Each user can print out a personal, wallet-sized emergency messaging card. In case of an evacuation or power loss, you can use the information on this card to call the **Connect-ED™** system and schedule an emergency notification to all your contacts using just a telephone.

Do "Phone Zappers" prevent **Connect-ED™ messages from being delivered?**

No. NTI has conducted tests with the "Tele-Zapper" and it does not block our messages from being delivered.

Do you share our information with anyone?

No. **Connect-ED™** does not sell, lease, share, rent, or barter personally identifiable information (names, addresses, phone numbers, etc.) to any companies or persons outside Notification Technologies, Inc. or NTI service providers – ever! For more information, see our [Privacy Policy](#).

E-mail additional questions to privacy@notification.com or businessaffairs@notification.com.

How long has **Connect-ED™ provided school-to-home communications?**

Connect-ED™ is an innovative technology product owned and distributed by Notification Technologies, Inc. that was first developed over four years ago. Our first client, the Ramona Convent School in Alhambra, California sent its first **Connect-ED™** communication in March 2001. Since then we have delivered millions of school-to-parent communications for thousands of clients throughout the United States. For more information about NTI, please visit [About NTI](#).

Notice: Our privacy policy was updated June 14, 2005. [Read update now](#)

[About NTI](#) [Privacy](#) [Terms of Use](#) [FAQ](#) [Contact Us](#) [Forgot Password?](#)

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Notification Technologies, Inc.™

Leveraging the Power of Connect-ED™

Current NTI Connect-ED™ users have utilized the system to remind and inform their community about:

| | |
|--|--|
| <i>Absent Students</i> | <i>Late Start Days</i> |
| <i>At Risk Conferences</i> | <i>Lockdowns</i> |
| <i>Back-to-School Schedules</i> | <i>Minimum Days</i> |
| <i>Bomb Threats</i> | <i>Missing Child/Abductions</i> |
| <i>Bond Issues & Referendums</i> | <i>Mother/Daughter 5K Runs</i> |
| <i>Book Fairs</i> | <i>Open Houses</i> |
| <i>Budget Votes</i> | <i>Outdoor Education</i> |
| <i>Bullying</i> | <i>Parent College Information Nights</i> |
| <i>Bus Schedule Changes</i> | <i>Portrait Days</i> |
| <i>Camp Schedules</i> | <i>Power Outages</i> |
| <i>Career Fairs</i> | <i>PTA Meetings</i> |
| <i>Classroom Reduction Meetings</i> | <i>Read Across America Events</i> |
| <i>College Nights</i> | <i>Report Cards</i> |
| <i>Conferences</i> | <i>Safe & Drug Free Events</i> |
| <i>Diabetes Walks</i> | <i>Saturday School</i> |
| <i>District Parent Surveys</i> | <i>Senior Ditch Days</i> |
| <i>Early Release Days</i> | <i>Snow Days</i> |
| <i>End of School Schedules</i> | <i>Spring Breaks</i> |
| <i>Enrichment Academies</i> | <i>Staff Development Days</i> |
| <i>Family Reading Nights</i> | <i>Strike Updates</i> |
| <i>Family Skate Nights</i> | <i>Summer School Schedules</i> |
| <i>Food Drives</i> | <i>Suspicious Strangers</i> |
| <i>Fund-raisers to Support PTA/PTO</i> | <i>Tardy Students</i> |
| <i>Grad Night Events</i> | <i>Teacher Appreciation Week</i> |
| <i>High School Exit Exams</i> | <i>Test Announcements</i> |
| <i>Holiday Events</i> | <i>Town Hall Meetings</i> |
| <i>Homework Assignments</i> | <i>Weather Closings</i> |
| <i>Jog-A-Thons</i> | <i>Writing Assessments</i> |
| <i>Junior College Nights</i> | <i>Yearbook & Spring Photos</i> |

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METRO

Schools spread their news quickly with giant phone networks

City Unified is the latest district to send notes, warnings in many languages.

By Laurel Rosenhall
BEE STAFF WRITER

When a sewer line breaks at Nevada Union High School in Grass Valley or students at Natomas High fail to turn in their senior projects, school officials at both campuses use the same tool to let parents know what's going on. It's not the backpack-stuffer.

"A lot of times those communications don't get home if you give it to a student in a flier," said

Natomas High School Principal Troy Johnston. The schools use a computerized telephone service that allows them to send thousands of recorded voice messages in minutes. The messages arrive on parents' home, work and cell phones in the voice of school officials, and in the language each family speaks.

"It's an enormously powerful communication tool for our families," said Steve Farrar, superintendent of the Natomas Unified School District. The district routinely sends messages in English, Spanish and Punjabi. That desire to commu-

Communicating with parents

The Connect-ED telephone message service allows school administrators to communicate with thousands of parents in minutes. The service costs districts about \$5 per student per year. Here's how it works.



1. Principal calls a toll-free number and records a message to parents. If the message needs to go out in multiple languages, translators record the message in their languages.



2. Principal enters password in a computer and selects who should receive the message. It could go to all parents at a school, the parents of absent students or athletes.



3. Principal chooses whether to schedule the message to arrive at a certain time or if the message should go out immediately.



4. Phones ring at selected numbers. Each student can have up to six phone numbers on file. Parents can choose if they want home, office, cell phones or all numbers to be contacted.



5. Principal receives a report back telling which calls were received live, went to answering machines, were hung up on or went to invalid phone numbers.

Connect-ED system, used by about 3,500 schools districts nationwide, is more flexible, allowing specific messages to be targeted to specific groups - to alert the parents of children riding a particular bus, for example, that it's running late.

And it could reap additional benefits: Sacramento City officials hope it will allow them to involve more parents in school activities and increase student attendance - and revenue.

Once in operation, principals will use the service to communicate on a range of issues: stu-

Sacramento Bee/Nathaniel Levine

another 10 that need Hmong," said Maria Lopez, school district spokeswoman.

Many districts already use an automated phone service to alert parents if their child is absent or missed a class. But the

48,000 students - who speak at least 49 languages - in English, Spanish, Hmong, Cantonese, Mien, Vietnamese and Russian.

"A school may have 100 families that need Spanish language and

is spending \$240,000 for the system, called Connect-ED. Launched today, it will allow them to contact the families of

Call: Messaging aids attendance

► FROM PAGE B1

dent attendance, campus emergencies, information on parent meetings or reminders about state testing dates.

Here's how it works: A principal calls a toll-free number and records a voice message. Translators can record the message in additional languages. Using a computer, the principal then selects the recipients and decides whether the message should be sent immediately or scheduled to go at a future time. The service can send about 15,000 messages in 15 minutes.

"I received one the other day on testing, telling me to make sure the kids eat right and get lots of rest during those days," said Lisa Rojas, who has four children in Natomas Unified schools.

"They gave us two

weeks' notice, and told us when the test dates are so we don't plan activities."

The service costs about \$5 per student per year. The Sacramento City district will eliminate its current attendance calling system - in place at some schools but deemed too slow - for a savings of \$40,000.

Officials could have opted for a less expensive program - about \$3.40 per student per year - that sends messages with a commercial tag line. But Lopez said they didn't want to bother parents with ads.

The phone service could boost revenue if Sacramento City can mirror the success elsewhere. Some districts that use it say they have increased attendance by 1 or 2 percent. That results in increased funding

because the state pays schools based on average daily attendance.

"Not only is it worth the expense, it generates income for us," said Natomas Unified's Farrar, whose district pays about \$40,000 for the service.

A 1 percent attendance increase would add about \$2.2 million a year to Sacramento City's revenue, said Joan Burt, deputy superintendent.

In Natomas and Nevada County, administrators said they also use the service to involve parents in campus life.

"Most school districts start considering the Connect-ED system because of emergency situations. But 90 percent of their calls (end up being) parent outreach," said Natasha Rabe, vice president of Notification Technologies Inc., the

Los Angeles company that sells the service.

Districts run the risk of annoying parents with a deluge of automated phone calls, so the company monitors responses. After a message is sent out, principals receive a report detailing how many listened to it completely and how many hung up midway through. If there are a lot of hang-ups, the company advises shorter messages or less frequent calls.

The system allows messages to be targeted to specific households, meaning principals can call all parents of third-graders, or all parents of football players, or all parents whose children have missed an assignment.

"If bus line 48 is held up because of traffic or

whatever reason, they're able to go in and call all the parents of students on bus 48 and tell them that bus 48 is running 15 minutes late, so don't be worried," said Terry McAteer, Nevada County superintendent of schools.

All 10 Nevada County school districts use the system, McAteer said. Principals have used it to notify parents of snow days and to alert them that students were coming home early when a sewage leak forced the evacuation of Nevada Union High School.

"This has been one of the best things we've done in our schools in terms of public relations, but also in terms of what's best for kids," McAteer said.

In the Natomas district, principal Johnston

said he's called to let parents know that their child missed school, did not turn in a major assignment or hasn't been wearing gym clothes at P.E.

In some cases, he said, parents have reported phone message overload.

"We get some parents who say 'This is the best thing you've ever done,' and other parents who say 'Would you stop calling me?'" Johnston said.

"We say, 'Would you rather not know what's going on at school or would you rather have the information?'"

The Bee's Laurel Rosenhall can be reached at (916) 321-1083 or lrosenhall@sacbee.com.



Notification Technologies, Inc.™

References

| District/School | Enrolled | Contact Name | Contact Information |
|--|----------|--|---|
| Pinellas County School District Largo, FL | 113,000 | Dr. Clayton Wilcox Superintendent | wilcoxc@pinellas.k12.fl.us (727) 586-1818 |
| Cumberland County School Dist Fayetteville, NC | 53,511 | Dr. William Harrison Superintendent | billh@ccs.k12.nc.us (910) 678-2300 |
| Placentia-Yorba Linda Usd Placentia, CA | 27,000 | Dr. Dennis Smith Superintendent | dsmith@pylUSD.org (714) 996-2550 |
| Pasadena Unified School District Pasadena, CA | 22,523 | Dr. Percy Clark Superintendent | pclark@pusd.us (626) 795-6981 |
| Baldwin Park Unified School District Baldwin Park, CA | 19,163 | Mark M. Skvama Superintendent | (626) 962-3311 |
| Charlotte County Public Schools Port Charlotte, FL | 17,802 | Dr. David E. Gayler Superintendent | david_gayler@ccps.k12.fl.us (941) 255-0808 |
| San Marcos Unif Sch District San Marcos, CA | 14,328 | Dr. Larry Maw Superintendent | lmaw@smusd.org (760) 744-4776 |
| Wilson County School District Wilson, NC | 12,616 | Dr. Larry Price Superintendent | larry.price@mail.wilson.k12.nc.us (252) 399-7700 |
| Union City School District Union City, NJ | 11,657 | Gary Ramella Instructional Technology | gramella@union-city.k12.nj.us (201) 348-5851 |
| Wilmette School District 39 Wilmette, IL | 3,575 | Dr. Max (glenn) Mcgee Superintendent | mcgeem@wilmette39.org (847) 256-2450 |

Additional references are available upon request.