

Dear HISD Parents,

At HISD, we place a strong emphasis on communication — both internally and externally. We know how important it is for you to be informed and aware of the events that affect you and your children, and we work diligently every day to accomplish that goal.

This fall, we're launching a new communications tool — text message alerts — that we hope will amplify our efforts. Formally launching on Sept. 9, text messaging is a quick and efficient way to distribute up-to-date information about campus emergencies and other important district and campus events.

Text messaging will not replace our existing means of communications — callouts, emails, letters sent home with students, and notices posted on websites. Rather, it is designed to enhance our communication efforts and keep you better informed about the district and the campus where your student attends school.

We encourage you to sign up for this service. The process is simple. It just takes two easy steps:

1. Text "YES" to 68453. In response, you will receive the following message: *You're now registered with the SchoolMessenger notification service. Reply STOP to cancel, HELP for help. Msg & data rates may apply. 3msgs/mo. Schoolmessenger.com/tm.* Repeat this process for every cell phone number you want registered with the system. You also may register your secondary student's cell phone number, if you'd like him or her to receive text alerts.
2. Be sure all cell phone numbers — including secondary student cell phone numbers — are on file at your student's campus and kept up to date. This can be done at the beginning of the school year by completing a student enrollment form or by updating your parent contact information sheet. You also may call your child's school registrar or data clerk to confirm that all numbers are correct.

If you do not sign up in advance, but have a cell phone number on file at your student's school, you will receive an invitation via text message on Sept. 9. Simply follow the instructions detailed in the text message to sign up. If at any point, you want to opt out of the notification system, just text "STOP" or "NO" to 68453.

If you do not want to receive text notifications, simply don't respond. You will not be contacted again.

I hope you'll take full advantage of this great new tool and sign up for the service. We've created a website — www.HoustonISD.org/texting -- that explains this new service and why it's important for both parents and staff to sign up. If you have any questions or would like additional information, please call your school office.

Best regards,

Tiffany Dávila-Dunne
Chief Communications Officer
Houston Independent School District