

EMERGENCY NOTIFICATION FOR 2011-2012 SCHOOL YEAR

Waldorf School of Princeton subscribes to an emergency notification service known as ParentReach. More commonly referred to as the “phone blast,” this service contacts parents, faculty, and staff efficiently in the event of an emergency or a school closure. the system works as follows:

In an emergency or weather-related situation, a staff member from the School will call into the ParentReach system to record an informational message. They will have the ability to choose the appropriate distribution list (snow emergency/general emergency) to receive the recorded information. The message is then immediately broadcast to the selected list.

You will recognize an informational call as coming from ParentReach by the displayed Caller ID: 411-411-4111. **Please be sure to answer the call as a normal call and then be silent.** The automated system needs to “hear” your response to determine whether it has reached a live person or an answering machine. If “Hello?” is spoken more than once it may assume a voice mail system has been reached and will wait for a “beep” that will never arrive. As a result a partial message, a long pause before the message, or no message at all will be delivered. **If there is no answer or the system detects a busy signal, it will redial up to ten times in three minute intervals until it connects with a live person or a recording device.**

Due to ever-evolving phone technology, complications may arise when we use the service. A voicemail system, wherein the owner has recorded music rather than a pre-recorded invitation to leave a message, “Ringback tones,” or other features that do not follow the standard procedure can be a potential complication. **“Blocked” numbers cannot receive messages from ParentReach.**

To further enhance the efficiency of the process, I ask you to fill out the attached form keeping the details mentioned above in mind. You also have the option to send a text message to your cell phone in addition to the phone broadcast. **Please keep in mind that due to complications with cell phone carriers or poor service areas, there may be a delay in the delivery to your phone.**

The decision of whether or not to cancel school due to weather will be made by 6:15 a.m., at the very latest. At that time, the phone blast will be utilized. When completing the attached form, please be sure to specify which numbers should be called in a snow emergency (possibly very early in the morning or late the previous evening) by checking the box next to the number. In the event of an emergency at any other time during the day ALL numbers (home, work, cell) will be called.

If you ever feel driving conditions are unsafe but have not received a call from the ParentReach system, please call the School and listen to the main greeting. Snow cancellations and delays are also broadcast on 101.5 FM (www.nj1015.com) and 94.5 PST.

Questions regarding the phone blast or emergency closing procedures should be directed to Jessica Alfaro, Office Manager at extension 110 or jalfaro@princetonwaldorf.org

Students Name(s): _____

Phone Number

Snow Number?

Cell number to receive a Text Message (Text messages will be sent in the event of ANY emergency.)
