TCAPS
Communications Toolkit
Table of Contents

Contents

Communications Toolkit .................................................................................................................. 3
Be an Ambassador for Your School .................................................................................................. 4
News Release Submissions .............................................................................................................. 5
Communications Protocol .............................................................................................................. 6
TCAPS/School Branding .................................................................................................................. 8
Promote your School Event/Program ............................................................................................. 9
Sample Fundraising Letter .............................................................................................................. 11
Social Media / Websites ................................................................................................................ 12
Flyers/Posters in Schools from Community Organizations ............................................................ 16
Rapid Communications System .................................................................................................... 18
Elementary School Automated Attendance .................................................................................. 19
Middle School Automated Attendance ......................................................................................... 21
Sample Attendance Delivery Report .............................................................................................. 23
Communications Toolkit

Tools to share information with the community

Marketing Outreach
- Media Relations
- TV190
- Collateral Materials
- Coffee Conversations
- Email
- Newsletters

Internal/External Engagement
- Special Programs
- Press Releases
- Advertising
- Special Events
- Rapid Communications
- Partner in Education

Social Media
- Facebook
- Twitter
- YouTube
- Instagram
- Pinterest

Websites
- Digital Media
- District Sites
- Classroom Sites
- School Sites
- Education in Action

Start
- Great Community, Great Schools

Parents/Students
- Great Community, Great Schools
Be an Ambassador to your School

You are the face of TCAPS! You are most often the first face anyone sees when entering a building and will set the tone for their first impression of the school. You set the tone for the experience.

On average, one smile equals nine referrals. In numbers that means one student’s annual funding of $7,500 over 13 school years equals $97,500. Multiply that by the nine referrals and you have $877,500. Your point of service makes an incredible impact!

**Tips for Providing Excellent Customer Service**

- Smile!
  - Both in person and on the phone – you can hear it!
- Use a common greeting protocol
  - Example: “Good morning Courtade Elementary School, this is Jean speaking, how may I help you?”
- Always use positive language
  - Instead of “we don’t have summer camp enrollment forms yet” say “we expect to have the forms next week, what is the best way to get one to you?”
- Be proactive and ask how you may be of service
- Don’t turn away
  - Start to make a phone call, or duck under a desk when a customer approaches

**Ideas to Make Families Feel Welcome**

- First Friends program
  - Pair existing students with new students
- Welcome letter
  - From the principal or PTO
- School map
  - Idea: have students draw a map of the school to share with prospective families
- School year calendar
  - Provide district and key school activities/events
- Lunch and transportation information
- School website and communications tools
  - Facebook, weekly emails to families, district newsletter, TCAPS Community Report, etc.
- Key traditions
  - Share school mascot, mottos, colors, annual events, etc.
A weekly events and recognitions news release from the TCAPS communications office is sent to media on Mondays. Please use the online form which can be found at www.tcaps.net/pr. In order to be included in the weekly release, news release requests should be submitted no later than the Wednesday prior. When additional pertinent information arises, additional news releases are developed and issued to the public as needed. Whenever possible, please complete your request at least two weeks prior to your event. This will help to ensure quality coverage of your event or recognition. In addition to being sent to the media, news release information is posted on the TCAPS main webpage in the “District News” section and, depending on the type of event, shared via the TCAPS Facebook page and the district e-newsletter, Our Community.

You will need the following information when submitting a news release request:

- Name of your event
- Event date(s) and time(s)
- Event set up and take down times
- Event location
- Cost to attend
- Who is invited
- Purpose of the event
- Who benefits from the event
- Details of the event
- Any photos, flyers, or additional information
- For recognitions or awards, please include as much detail as possible about the achievement and its significance.

Requests can be submitted by filling out the online press release request form: www.tcaps.net/pr

For more information or questions, please contact:

Christine Guitar
Executive Director of Communications
guitarch@tcaps.net
231.933.1795
Communications Protocol

Important building and district information will be communicated through the district’s Gmail system. All TCAPS employees and staff are expected to utilize and monitor their email accounts (if provided) at least twice per work day or check for information posted in common areas (if no email account has been provided). All TCAPS employees are responsible for reading, understanding, and taking the appropriate action on the information communicated via Gmail or posted in common areas.

Email Protocol
The subject of emails will be marked READ, RESPOND, or ACT to clarify employee and staff expectations.

READ = Information only, no response required (one-way information)
RESPOND = Request for response and/or feedback (two-way information)
ACT = Action required and/or task assigned (two-way information)

To provide further clarity, the body of an email should include an “Objective” and “Expectation” at the top before providing additional information.

One-Way Information
Important district memos that are intended to provide information only will be sent via Gmail and will be labeled “READ.” They will also be accessible on the district’s “For Staff” webpage. Emails should be printed and posted in common areas for staff who do not have district email addresses (Ex: staff lounges). Teacher mailboxes will be used only for information that is to be distributed to students, parents, etc. Emails sent to all staff or large groups of employees will be sent BCC and should include who the message is being sent to in the body of the email. Should clarification be needed, it is expected that the individual recipient will request clarification individually. It is not expected or requested that these messages lead to global conversations resulting from the use of “reply all.”

Two-Way Information
Important building or district level requests for feedback (which may use collection tools such as Survey Monkey or Google Forms) or task assignments will be communicated electronically using the district’s Gmail. When messages of this nature are sent and received, it is requested and expected that receivers will respond within one business day (24 hrs). Messages of this type will be labeled in the subject line as “RESPOND” or “ACT” depending on the message’s content and expectation. Please note that any district communication may be subject to FOIA. All TCAPS employees are responsible for the information communicated.

External Communications
In accordance with Board of Education policies and guidelines (including, but not limited to 3540.01), employees are expected to maintain an appropriate level of professionalism in any external communications. Employees are also expected to alert their supervisor if they are contacted by media outlets, and the employee/supervisor should notify the Communications Department, so that requests can be handled appropriately. Buildings are expected to share information about events, innovations, and

Page 6
building activities (with their supervisor's approval) with the district via the tools provided (resources to assist with these communications are listed below). Communication and outreach tools include: BrightArrow (rapid communications system); school, department or district social media (i.e. Facebook); and school, department or district website.

Resources to support external communications are available on the “For Staff” webpage under “Communication Resources.” Resources include:

- News Release Request Form
- Email Best Practices
- Interview Tips
- Social Media Best Practices
- Communications Toolkit
- Story Submission Form
- Logos/Branding
- Letterhead/Templates
TCAPS/School Branding

It is important to know that in any district or school promotion, the appropriate logos are being used. Please clean out your files and delete all old TCAPS and school logos. All new logos and letterhead can be found on the For Staff web page at www.tcaps.net/staff.

TCAPS’ Communications staff are available to assist schools and departments with the following:

- Brochures
- Design Assistance
- Website updates
- Training
- Donations / Community Relations
- Editing / Proofreading
- Working with community businesses and organizations who want access to your school
Event/Program Support

Is your school planning a fundraising event or program? The Communications team is here to help! We don’t want money – that’s yours for safe keeping. What we do want is for your event/program to be as successful as it can be by offering the following ways of support:

- Send your idea to our office for review/feedback/design assistance. This is most important when a sponsor of your event is a bar/brewery/winery as there are limitations on what and how information can be shared. We can help with appropriate branding of their organization so that they may be a part of your event/program.

- News Release – Submit a news release request about your event and let TCAPS help spread the word. Complete the request at www.tcaps.net/pr.

- Send a copy of your fundraising program/event flyer in .pdf format to info@tcaps.net. It will be reviewed and shared, as appropriate, in the following ways:
  - Community Events and Resources Webpage: www.tcaps.net/cr
  - Social Media: Include any other information that would help gain social media interest (i.e. photos, stories about the team or activity, etc.)
  - District E-newsletter

- Posters – If you wish to create posters, please deliver the following amounts to Karyn Hertel at Boardman Administration Building located at 412 Webster, Traverse City, MI 49686:
  - Elementary – 15, includes all TCAPS elementary schools, TBAISD, Oak Park, and Northern Michigan Partnership (Homeschool program)
  - Middle School – 8, covers all wings in two buildings
  - High Schools – 10, covers all wings in three buildings
  - Administration – 4 covers all TCAPS administrative buildings

- If you are interested in having an online donation link, contact Karyn Hertel at hertelka@tcaps.net to be added to the TCAPS Partner In Education online giving portal page: www.tcaps.net/donate.
When a gift is made, the funds are deposited into the appropriate ASN and a copy of the donation is emailed to the group fundraising contact, so that an acknowledgment can be sent. This is most effective if written by a student.

- Fundraising letter – Please feel free to use the draft on the next page to create your own fundraising letter. Be specific in your ask. Explain exactly how funds will be spent and results expected after your fundraising goals are achieved.

- Fundraising ideas with highest profit: Qdoba Fundraising Cards, Subway Fundraising Cards, Farmraiser (https://farmraiser.com/), TC Optimist Club Duck Race, and more.

- Other ideas: Form a booster group of parents and interested community members.

For additional fundraising information, please contact:

Karyn Hertel  
Partner in Education Coordinator  
Communications Department  
hertelka@tcaps.net  
231.933.1790
Dear __________,

Our [XX] team has [qualified for…]. With these great successes, also comes a great need for financial support. Our team needs to raise [$$ $$] to attend this prestigious competition [include any additional information about the event]. A budget and ways to support this initiative are listed below.

[XX] is doing really great things for students across our region. While the purpose of this letter is a fundraiser, it also serves a greater purpose of developing a strong relationship with the community. We know that area businesses have great interest in raising a community that supports [include specific information about the value that the fundraising organization adds to the community]. This program does just that and we hope you will consider making a gift for it.

Businesses! Become a Gold Team Sponsor with a $500 tax-deductible gift!

Underwriters! Sponsor a specific area:

[Include itemized list of fundraising needs]

Benefits for both include:

- Name on the back of our Team Shirts
- Name on the Team Poster that we take to competition
- Sponsors listed on our [Team Website and/or Facebook Page]

Friends & Family! Support our team by giving at any dollar level!

Benefits include:

- Sponsors listed on our [Team Website and/or Facebook Page]
- A victory dance by me when we win the [XX Competition]!

Go to www.tcaps.net/donate and select [Insert Team Name] to make a contribution today. We have big aspirations for competition and continued growth in [XX], but can’t do it without community support. For more details or to become a part of the fun, please contact us at [XXX]. We truly appreciate your consideration.

Sincerely,

Follow us and our supporters on Facebook [if applicable]!
Considerations Before Starting a School-Related Social Media Account

TCAPS allows its employees to participate in online social activities both personally and professionally. These guidelines have been created as a resource for you. It is important to create an atmosphere of trust and individual accountability, keeping in mind that information produced by TCAPS employees and students is a reflection on the entire district and is subject to the District’s Technology Acceptable Use Policy and Social Media Comments Policy.

Employees are encouraged to consider the following prior to creating school-related social media accounts. This includes schools, classrooms, clubs, athletic groups, etc.

- Define the purpose of the site to determine the best platform to achieve your goals.
- Verify that no other site is already in existence for your group, club, etc.
- Know what permissions must be obtained and/or who else in district needs access:
  - Elementary/Danelle Brostrom (3-3303), Secondary/Dave Noller (3-7561), Others/Communications (3-1794)
- Naming conventions/branding should be consistent with the school/district, but not so close as to give the impression of being the school or district’s official site. Contact communications (3-1794) for assistance.
- If possible, include a link back to the school or district site.
- Review security settings for your chosen platform to ensure appropriate level of privacy.
- Before starting a site, be ready to commit to consistent updating and managing comments. Stale sites reflect poorly on the school and district.
- When posting, be sure to tag your school and the district where appropriate [@TCAPSNews, Traverse City Area Public Schools – TCAPS, #miTCAPS].
- Spell check all posts and maintain a professional tone at all times.
- Do not use student names in photos without parental permission. Know which students have restrictions on their directory information (photos) by checking with parents and/or in PowerSchool.
- Do not disclose student information and/or confidential information.
- Review the TCAPS Social Media Comments policy.
- The district does not recommend the friending of students or parents on an employee’s personal social media accounts.

For more information, please contact:
Christine Guitar
Executive Director of Communications
guitarch@tcaps.net
231.933.1795
Employees are encouraged to use the following guidelines when deciding whether to delete and/or respond to negative comments on school-related social media platforms.

**TCAPS Social Media Comment Policy (Board Policy 7540.09)**

For any and all persons commenting on school-related social media sites.

TCAPS encourages you to share your thoughts as they relate to the topics being discussed on our social media pages. However, we ask that any comments made are sensitive to the fact that many of our followers may be students. Comments are reviewed according to the TCAPS Board of Education’s comment policy. TCAPS reserves the discretion to not post or remove comments that are inconsistent with the policy.

**TCAPS will remove or not post public comments which:**

- contain obscene, indecent, or profane language;
- contain threats, defamatory statements, or violent content;
- contain hate speech directed at race, color, sex, sexual orientation, national origin, ethnicity, age, religion, or disability;
- promote or endorse services or products; or
- promote or endorse political campaigns or agendas.

TCAPS will attempt to respond to public comments that are factually incorrect with correct data or evidence. Non-commercial links that are relevant to the topic or another comment are acceptable. Copyrighted and other proprietary material should not be posted or submitted in any form unless permission to do so is clearly indicated.

In posting comments or other work, a commenter grants TCAPS and anyone viewing the TCAPS social media pages irrevocable permission to copy, distribute, make derivatives, display or perform the commenter's work publicly and free-of-charge. The views expressed in comments reflect those of the author and do not necessarily reflect the official views of TCAPS or its Board of Education.

**Deciding Whether a Comment Warrants Deletion**

Although it can be very tempting to delete every negative comment made on your social media site, it is important to remember that unless the comment is violating TCAPS' social media comment policy (above), it should not be deleted. If a comment is not violating policy, but you feel strongly that it should not remain on your site, consider hiding the comment rather than deleting it. This will hide the comment from the majority of your followers, but keep the comment visible to the commenter and his/her friends. That being said, allowing negative comments or criticisms to remain on your site increases your authenticity and transparency with your followers.

**Deciding Whether to Respond to a Negative Comment**

If comments are factually inaccurate, you may wish to respond respectfully with the correct information. It is important to understand that not all negative comments require a response and your response can sometimes backfire by making you the target of escalating negative comments versus you being able to get your point across. Many times, if you refrain from responding right away, your other followers will jump in to correct the information and/or the behavior of the negative commenter. This is always preferable.
If You Decide to Respond

- Do not get into an extended negative online conversation with anyone. It is better to take the conversation offline by contacting the individual in person.
- If you are correcting inaccurate information, take your time to consider/create a good response that has the greatest impact. Cite your sources, if available.
- If you are responding to a post resulting from a negative experience, contact the person directly to discuss the situation. Consider posting an apology or response online following your personal conversation.
- Ensure online behavior reflects the same standards of honesty, respect and consideration that you use face-to-face. Respond in a tone that reflects professionalism and the mission of TCAPS.
- Remember you are always a school employee. The lines between public and private get blurred easily online. Understand that you will always be identified as a district employee in what you do online. If you don’t want it public, don’t post it online.
- Do not share student and/or confidential information online.

For more information, please contact:

Christine Guitar
Executive Director of Communications
guitarch@tcaps.net
231.933.1795
Social Media Best Practices

**Posts/Tweets/Instagram**

1. Include an image
2. Tag any community partners
3. Be sure to proofread all text before publishing
4. Try to post something at least once per week

**Cover photos**

1. Keep them current
2. Be sure all students are approved to be in public images

For additional social media information or assistance, please contact:

Karyn Hertel  
Partner in Education Coordinator  
Communications Department  
hertelka@tcaps.net  
231.933.1790
Flyers/Posters in Schools

Over the course of the year TCAPS schools receive several requests from community organizations to display flyers/posters in your school offices. **All community-related information must be pre-approved through the TCAPS Communications Department before posting.** In addition, please verify the following before posting any flyers or posters:

- All materials for community events should clearly state “Not a TCAPS sponsored event“ somewhere on the flyer/poster.
- They should be family-friendly and not reference any alcohol, tobacco, gambling, or adult-related products or services.
- Please remove any expired events and leave any that are generic/non-date specific.

If approached by an individual or organization about posting information on your website, emails, or social media, please share the Community Events and Resources one-sheet on the next page with that person or have them contact Communications directly at 231.933.1790 or hertelka@tcaps.net. Our department will work with them to ensure they get the best and most appropriate exposure for their organization or event.

If you have any questions as to whether a flyer or poster can be displayed in your school, please contact:

Karyn Hertel  
Partner in Education Coordinator  
Communications Department  
[link](https://hertelka@tcaps.net)  
231.933.1790
Dear community member,

In support of green school initiatives and to reduce non-school related requests of staff time, Traverse City Area Public Schools does not send community fliers or promotional materials home with students. However, TCAPS believes in being a good community partner and provides several opportunities for community organizations to share their program information with TCAPS families. TCAPS can share your information in the following ways:

**Community Events & Resources Webpage:** [www.tcaps.net/cr](http://www.tcaps.net/cr) (free of charge)

To have your event or program shared on this page, please send your flier and business logo (if available) in .pdf format to info@tcaps.net. Once reviewed and approved, your information will be posted on the community resources webpage. As an added bonus, TCAPS posts a weekly reminder on social media encouraging staff and families to visit the community resources webpage to see what’s new.

**Posters in TCAPS Schools:** (free of charge)

All posters shared in TCAPS buildings must be preapproved and distributed through the TCAPS Communications Office. If possible, please include “Not a TCAPS Sponsored Event” on the bottom of the poster in small print. To have a poster approved, email a proof to info@tcaps.net. Once approved, you may deliver the appropriate quantity to the Communications Office (412 Webster St., 2nd floor, 1st door on the left off the elevator). The maximum size for a poster is 11” x 17”. The posters will be sent through school mail and hung upon receipt. Quantity breakdown is as follows:

- Elementary Schools = 15 (includes TCAPS elementary schools, TBAISD, Oak Park Preschool and Northern Michigan Partnership (homeschool program)
- Middle Schools = 8 (covers all wings in two buildings)
- High Schools = 10 (covers all wings in three buildings)
- Administration = 4 (covers all TCAPS administrative buildings)
- All buildings = 37

**Sponsorship Opportunities:**

Looking for more ways to promote your event/program? TCAPS also offers sponsorship opportunities such as electronic newsletter placement, on-campus signage, and Thirlby banners.

**How You Can Help:**

In exchange for TCAPS sharing your information with families/staff, we ask that you consider using the TCAPS Partner In Education logo on your materials (event poster, website, etc.). The PIE logo may be obtained at: [https://www.tcaps.net/downloads/photos/pie-logo_color.jpg](https://www.tcaps.net/downloads/photos/pie-logo_color.jpg) or by emailing info@tcaps.net.

If you are hosting an event, consider donating tickets to TCAPS so that we can giveaway on social media in support of your event.

**For More Information**

- Karyn Hertel, Partner In Education Coordinator
  hertelka@tcaps.net
  231.933.1790
BrightArrow Target is a mass notification solution for calling parents and staff to quickly deliver voice messages, SMS text, and email messages. The flexible web interface delivers reliable and instant voice notification SMS texts and email messages.

Target has been designed for schools, delivering an easy-to-use interface to load data from your Student Information System for quick notification to parents and staff of emergency and non-emergency conditions and reminders. It even includes remote functions to launch call bursts simply from a telephone keypad.

The following BrightArrow Training Resources can be found on the For Staff webpage at

www.tcaps.net/staff.

- BrightArrow Quick Reference Guide
- Target Help Guide

For additional assistance or training, please contact:

RaeAnn Fiebing
Communications Manager
Fiebingra@tcaps.net
231.933.1794
Automated attendance calls are sent out at 10:00 a.m. for elementary schools (9:30 a.m. for Central Grade School, Courtade and Silver Lake). Students marked as unverified (UNV) in PowerSchool will receive an attendance call. Once the call goes out, an administrative assistant must review the delivery report to ensure that a parent received the message by either live (live) answer or with a voicemail (vm) message. For any student who did not have a “live” or “vm,” the administrative assistant must take another step to ensure that the parent has been informed of their child’s absence.

**Daily Attendance Procedures**

1. Ensure all attendance has been entered into PowerSchool prior to your school’s scheduled auto attendance call.

2. Review the delivery report as soon as possible after the call goes out. Reports can be accessed either by the automatic email sent to the school’s administrative assistants or by pulling the report directly from BrightArrow. Review the report for parents who did not receive notification via live delivery or voicemail.

3. Look at the Call Result column to determine if the call was successful. Students with a call result of live delivery or voicemail have received notification and need no additional steps.

4. If the results show No Answer, Busy, Disconnected, Opted Out, Bad Phone Number, Undeliverable, or Fax/Modem, than that means the parent did not receive the message. You must go into PowerSchool and find a different number for those parents and personally call to provide attendance notification. (Note: This call should be completed as soon as possible.) This extra step is necessary to ensure that all students are accounted for and that parents have been notified.

5. Print the BrightArrow delivery report and attach it to your daily attendance sheet for future reference.

**Accessing the Report in BrightArrow**

- Log into PowerSchool.
- Once logged in to your PowerSchool account, click on “BrightArrow Messaging My Lists” found under Functions on the left hand side of your screen.
- From your BrightArrow-My Lists Screen, click on the “Select an Action” dropdown.
Automated Attendance Tracking
Elementary Procedures

- Select “Reports.”
- Select the auto attendance message you want to pull the report for under the “Select Dial Time & List” section.
- The report appears underneath. For each contact, you will see a Call Result which shows how the message was delivered (i.e. voicemail, live, etc.).
- You can export and print this report by clicking on the icons above the embedded report. For attendance filing purposes, it is recommended that you export to save on your computer for long term availability AND print to be attached to your daily sign in log.

Training and/or Additional Assistance
If you have questions, need additional assistance, or if you are new in your position and will be handling attendance and thus need training, please contact:

RaeAnn Fiebing
Communications Manager
fiebingra@tcaps.net
231.933.1794

(Updated 6/20/17)
Automated attendance calls for the middle schools are sent out at 11:00 a.m. (after 3rd period). Students with two or more unverifieds (UNV) for the day will receive an attendance call. Once the call goes out, an administrative assistant must review the delivery report to ensure that a parent received the message by either live (live) answer or with a voicemail (vm) message. For any student who did not have a “live” or “vm,” the administrative assistant must take another step to ensure that the parent has been informed of their child’s absence.

**Daily Attendance Procedures**

1. Ensure all attendance has been entered into PowerSchool prior to the 11:00 a.m. automated attendance call.
2. Review the delivery report as soon as possible after the call goes out. Reports can be accessed either by the automatic email sent to the school’s administrative assistants or by pulling the report directly from BrightArrow. Review the report for parents who did not receive notification via live delivery or voicemail.
3. Look at the Call Result column to determine if the call was successful. Students with a call result of live delivery or voicemail have received notification and need no additional steps.
4. If the results show No Answer, Busy, Disconnected, Opted Out, Bad Phone Number, Undeliverable, or Fax/Modem, than that means the parent did not receive the message. You must go into PowerSchool and find a different number for those parents and personally call to provide attendance notification. (Note: This call should be completed as soon as possible.) This extra step is necessary to ensure that all students are accounted for and that parents have been notified.
5. Print the BrightArrow delivery report and attach it to your daily attendance sheet for future reference.

**Accessing the Report in BrightArrow**

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- From your BrightArrow-My Lists Screen, click on the “Select an Action” dropdown.
- Select “Reports.”
- Select the auto attendance message you want to pull the report for under the “Select Dial Time & List” section.
- The report appears underneath. For each contact, you will see a Call Result which shows how the message was delivered (i.e. voicemail, live, etc.).
- You can export and print this report by clicking on the icons above the embedded report. For attendance filing purposes, it is recommended that you export to save on your computer for long term availability AND print to be attached to your daily sign in log.
Training and/or Additional Assistance

If you have questions, need additional assistance, or if you are new in your position and will be handling attendance and thus need training, please contact:

RaeAnn Fiebing
Communications Manager
fiebingra@tcaps.net
231.933.1794
**Message text or notes:**

This is an attendance message from Silver Lake Elementary School. Please assist us in verifying the absence of your child, [FirstName], today, [Today]. Please call the Silver Lake attendance line at 933-5791 to confirm your child's absence. As a reminder, all absences need to be called into the school office within 48 hours. You can contact us 24-7 to excuse an

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Call Result</th>
<th>Dur (sec)</th>
<th>Contact ID</th>
<th>Name</th>
<th>Phone/E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/17/17 9:40 am</td>
<td>No Answer</td>
<td>0</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
<tr>
<td>2/17/17 9:41 am</td>
<td>Complete (vm)</td>
<td>68</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
<tr>
<td>2/17/17 9:41 am</td>
<td>Complete (vm)</td>
<td>68</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
<tr>
<td>2/17/17 9:40 am</td>
<td>No Answer</td>
<td>0</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
<tr>
<td>2/17/17 9:40 am</td>
<td>No Answer</td>
<td>0</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
<tr>
<td>2/17/17 9:41 am</td>
<td>Complete (live)</td>
<td>49</td>
<td>123456789</td>
<td>Smith, John</td>
<td>2312223333</td>
</tr>
</tbody>
</table>

In this report, three students will need their parents to be called as soon as possible using a different phone number than the system tried to call.

**Messages Sent Summary**

Total Message Attempts: 6

- Live Calls Delivered: 1
- Voice Mails Delivered: 2
- No Answer (w/retries): 3
- Busy (w/retries): 0
- Duplicates Not Dialed: 0
- Unreachable (w/retries): 0
- E-mails Sent: 0
- SMS Texts Sent: 0