

1 Automatic telephone dialing systems (“autodialers”) and short message service text messages
2 (“text messages”) can be used to communicate valuable information to students, parents, and the
3 community regarding emergencies and other school-related matters. The superintendent and his
4 or her designees are authorized to use system-wide and school-wide autodialers and text
5 messages to send pre-recorded voice messages or text messages to members of the school
6 community in accordance with applicable law and this policy.

7
8 **A. DEFINITIONS AND TERMS**

- 9
10 1. As used in this policy, “call(s)” and “autodialed call(s)” means a pre-recorded
11 telephone message or a text message, when either is made using an automatic
12 telephone dialing system.
13
14 2. “Automatic telephone dialing system” or “autodialer” means equipment which
15 has (i) the capacity to store and produce telephone numbers to be called using a
16 random or sequential number generator or a fixed set of numbers; and (ii) the
17 capacity to dial such numbers.
18

19 **B. AUTHORIZED USES OF AUTODIALED CALLS**

20
21 School officials may make autodialed calls for emergency or informational purposes as
22 follows:

23
24 1. **Emergency Calls:**

- 25
26 a. School officials may call parents, guardians, or school personnel when the
27 call is incident to a bona fide emergency potentially affecting the health
28 and safety of students and/or school personnel, such as weather closures,
29 fire, health risks, threats, and unexcused absences;
30
31 b. School officials may call other members of the school community to make
32 emergency public safety announcements when the announcements are
33 relevant to the called party.
34

35 2. **Informational Calls**

36
37 School officials may call parents, guardians, or school personnel for non-
38 emergency purposes when the call is closely related to the school’s educational
39 mission, such as to provide notification of official system-wide or school-specific
40 events or activities (e.g., parent-teacher conferences, surveys on school-related
41 issues, immunization reminders).
42

43 **C. PROHIBITED USES**

- 45 1. Autodialed calls may not be used for commercial advertisement or marketing,
46 political campaigning or promotion, or any other non-emergency purpose that is
47 not closely related to the mission of the school or school system, without the
48 express prior consent of the recipient to receive calls of that nature.
49
- 50 2. Autodialed calls may not be made for any non-emergency purpose to an
51 individual who has notified the school that he or she does not wish to receive such
52 calls.
53

54 **D. CONSENT AND REVOCATION OF CONSENT** 55

- 56 1. Before making any non-emergency autodialed call, school personnel must have
57 consent from the recipient to receive such calls. Consent will be deemed to have
58 been provided in certain situations, as described in the next paragraph. Consent is
59 not required for emergency calls.
60
- 61 2. By providing a telephone contact number to the school system, parents, guardians,
62 and school personnel are deemed to consent to receive non-emergency calls at
63 that number for purposes that are closely related to the school's educational
64 mission and consistent with this policy, such as to provide notification of official
65 system-wide or school-specific events or activities.
66
- 67 3. Parents, guardians, and school personnel may revoke prior consent to receive non-
68 emergency calls at any time. School officials shall honor revocation requests
69 promptly.
70

71 **E. MAINTAINING CONTACT INFORMATION** 72

73 To minimize the risk of calling unintended recipients, the superintendent shall require
74 principals and supervisors to update telephone contact information for parents, guardians,
75 and employees on a regular basis.
76

77 **F. REQUESTS FOR REMOVAL FROM CALLING LISTS** 78

79 All autodialed calls must include an automated voice-interactive or key-press activated
80 opt-out method for the recipient to opt out of future nonemergency calls.
81

82 Legal References: 47 U.S.C. 227, 47 C.F.R. 64.1200; *In re: Rules and Regulations Implementing*
83 *the Telephone Consumer Protection Act of 1991 Declaratory Ruling*, CG Docket No. 02-278,
84 FCC 16-88 (Aug. 4, 2016), available at [https://apps.fcc.gov/edocs_public/attachmatch/FCC-16-](https://apps.fcc.gov/edocs_public/attachmatch/FCC-16-88A1.pdf)
85 [88A1.pdf](https://apps.fcc.gov/edocs_public/attachmatch/FCC-16-88A1.pdf); *In re: Rules and Regulations Implementing the Telephone Consumer Protection Act of*
86 *1991 Declaratory Rule and Order*, CG Docket No. 02-278, WC Docket No. 07-135, FCC 15-72
87 (July 10, 2015), available at https://apps.fcc.gov/edocs_public/attachmatch/FCC-15-72A1.pdf
88

89 Cross References: School Safety (policy 1510/4200/7270), Schools and the Community (policy
90 5000), Emergency Closings (policy 5050)

91
92 Adopted: [DATE]

93
94

NEW