

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

8
9 **A. DEFINITIONS AND TERMS APPLICABILITY OF POLICY**

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11 This policy applies to the use of an automated notification system by school system
12 employees to deliver a text or an artificial or pre-recorded voice message to a set of pre-
13 programmed telephone numbers. For purposes of this policy, an automated notification
14 system is any automated telephone dialing and/or text messaging system or service. The
15 term “calls” in this policy includes both telephone calls and text messages.

16
17 1. ~~As used in this policy, “call(s)” and “autodialed call(s)” means a pre-recorded~~
18 ~~telephone message or a text message, when either is made using an automatic~~
19 ~~telephone dialing system.~~

20
21 2. ~~“Automatic telephone dialing system” or “autodialer” means equipment which~~
22 ~~has (i) the capacity to store and produce telephone numbers to be called using a~~
23 ~~random or sequential number generator or a fixed set of numbers; and (ii) the~~
24 ~~capacity to dial such numbers.~~

25
26 **B. AUTHORIZED USES OF AUTODIALED CALLS THE AUTOMATED NOTIFICATION SYSTEM**

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28 School system employees officials may use an ~~make autodialed~~ automated notification
29 system to make calls for emergency or informational purposes. as follows: Any such call
30 that uses an artificial or pre-recorded voice must state the name and phone number of the
31 school system and/or the specific school that initiated the call.

32
33 1. Emergency Calls:

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35 An automated notification system ~~School officials~~ may be used to call parents,
36 guardians, or school personnel when the call is incident to a bona fide emergency
37 potentially affecting the health and safety of students and/or school personnel,
38 such as weather closures, fire, health risks, threats, and unexcused absences;

39
40 An automated notification system ~~School officials~~ may be used to call other
41 members of the school community to make emergency public safety
42 announcements when the announcements are relevant to the called party.

43
44 2. Informational Calls

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46 Subject to the consent requirements set forth in Section D of this policy, an
47 automated notification system ~~School officials~~ may be used to make ~~call~~ parents,
48 guardians, or school personnel for non-emergency purposes ~~calls~~ when the calls
49 are ~~is~~ closely related to the school's educational mission, such as to provide
50 notification of official system-wide or school-specific events or activities (e.g.,
51 parent-teacher conferences, surveys on school-related issues, immunization
52 reminders).

53
54 When permitted by law, school officials may use the automated notification
55 system to satisfy parental notification requirements described in policy
56 1310/4002, Parental Involvement. School officials shall use means other than the
57 automated notification system to deliver the required notices to parents who have
58 not given consent to receive non-emergency calls or who have revoked prior
59 consent.

60 61 C. PROHIBITED USES OF THE AUTOMATED NOTIFICATION SYSTEM

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63 1. An automated notification system ~~Autodialed~~ calls may not be used for
64 commercial advertisement or marketing ~~or~~, political campaigning or promotion,
65 ~~or~~ Before making automated calls for any other non-emergency purpose that is
66 not closely related to the mission of the school or school system, ~~school system~~
67 employees shall obtain ~~without~~ the express ~~prior~~ consent of the recipient to
68 receive calls of that nature.
- 69
70 2. An automated notification system ~~Autodialed~~ calls may not be used to make calls
71 made for any non-emergency purpose to an individual who has notified the school
72 that he or she does not wish to receive such calls.

73 74 D. CONSENT AND REVOCATION OF CONSENT

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76 Before using an automated notification system to make ~~making~~ any non-emergency
77 ~~autodialed~~ call, school ~~system employees~~ personnel must have consent from the recipient
78 to receive such calls. Consent will be deemed to have been provided in certain situations,
79 as described in the next paragraph. Consent is not required for emergency calls.

80
81 By providing a wireless telephone contact number to the school system, parents,
82 guardians, and ~~school personnel~~ students are deemed to consent to receive non-
83 emergency calls at that number for purposes that are closely related to the school's
84 educational mission and consistent with this policy, such as to provide notification of
85 official system-wide or school-specific events or activities.

87 ~~Parents, guardians, and school personnel~~ **Individuals** may revoke prior consent to receive
88 non-emergency calls at any time. School officials shall honor revocation requests
89 promptly.

90

91 **E. MAINTAINING CONTACT INFORMATION**

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93 To minimize the risk of calling unintended recipients, the superintendent shall require
94 principals and supervisors to update telephone contact information ~~for parents, guardians,~~
95 ~~and employees~~ on a regular basis. **Parents and guardians are encouraged to provide**
96 **accurate contact information during registration and to keep their child's school informed**
97 **of updated information when it changes.**

98

99 **F. REQUESTS FOR REMOVAL FROM CALLING LISTS**

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101 All ~~autodialed~~ calls **made using an autodialed notification system** must include an
102 automated voice-interactive or key-press activated opt-out method for the recipient to opt
103 out of future non-emergency calls.

104

105 Legal References: 47 U.S.C. 227, **503**; 47 C.F.R. 64.1200; *In re: Rules and Regulations*
106 *Implementing the Telephone Consumer Protection Act of 1991 Order on Reconsideration and*
107 *Declaratory Ruling*, CG Docket No. 02-278, FCC 22-100 (December 27, 2022), available at
108 <https://docs.fcc.gov/public/attachments/FCC-22-100A1.pdf>; *In re: Rules and Regulations*
109 *Implementing the Telephone Consumer Protection Act of 1991 Declaratory Ruling*, CG Docket
110 No. 02-278, FCC 16-88 (August 4, 2016), available at
111 https://apps.fcc.gov/edocs_public/attachmatch/FCC-16-88A1.pdf; *In re: Rules and Regulations*
112 *Implementing the Telephone Consumer Protection Act of 1991 Declaratory Rule and Order*, CG
113 Docket No. 02-278, WC Docket No. 07-135, FCC 15-72 (July 10, 2015), available at
114 https://apps.fcc.gov/edocs_public/attachmatch/FCC-15-72A1.pdf

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116 Cross References: **Parental Involvement (policy 1310/4002)**, School Safety (policy
117 1510/4200/7270), Schools and the Community (policy 5000), Emergency Closings (policy 5050)

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119 Adopted: June 5, 2017

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121 **Revised: [DATE]**