

Parents/Guardians, Students, and Staff,

I hope this message finds all of you safe and warm. I would like to take a moment to share some important information with you concerning school based communications. As you are aware, Southwestern uses a service to send out automated phone calls in order to provide notification about events, school closings, safety alerts, and more. With that said, an additional option, text messaging, will soon be available for you to receive these communications.

SMS text messaging can be an effective and timely way to get short, important messages to those who prefer to receive information on their wireless devices. However, it's also important for Southwestern Schools to abide by the protocols set forth by wireless carriers and industry regulatory agencies before sending bulk SMS text messages.

To comply with wireless carrier requirements and protect against unsolicited text messages, on **Friday, February 19th**, you will receive a text message on the wireless cell phone number which we have on file, requesting that you "opt-in" to receive important information from our school via our SMS text messaging service.

The message you receive will come from our 'short code', 67587 and read similar to the following:

"Southwestern-Jefferson C S D. messages. Reply Y to subscribe or STOP to cancel. Msg&data rates may apply. Msg freq varies. Visit [schoolmessenger.com/txt](http://schoolmessenger.com/txt) for info"

In order to receive these important messages in the SMS Text Messaging format, we encourage you to reply with "Y" or "Yes" when you receive this verification message. **PLEASE NOTE:** If you do not reply, you will **NOT** receive any further text messages from our schools.

To opt out of all text messages from SchoolMessenger, visit <http://www.schoolmessenger.com/txtmsg/> or reply with "STOP" to the opt-in message that you receive. If you opt-in, but later decide to opt-out, simply send "STOP" to 67857. You may also reply "STOP" to any message from our organization.

Please check with your wireless carrier for information about your mobile service plan and any possible charges related to text messaging. Southwestern Schools does not reimburse for any charges associated with sending or receiving text messages.

--

**Jason R. Watson**

*Assistant Superintendent*

*Southwestern Jefferson CCSC*

*"An Educated Community of High Character"*