



## **ClarionCall Parent Overview**

### **Welcome to ClarionCall!**

ClarionCall is your school's new Parent Communication Service. This service allows your school to contact you in the event of last minute changes to the school day which need communicating to multiple parents quickly and accurately.

There are **THREE** types of message you could receive:

#### **1 Text Message**

A simple written message can be composed and sent by a member of staff.

Your text message will appear as in the image:

- The 'from' box will show the name of your school to confirm sender

All you need to do is read it—there is no need to reply as this is purely a broadcast message.





Simply dial the number indicated.

## 2 Voice Message

A member of staff will record a voice message.

A text message will be automatically generated and sent to inform you that there is a message waiting.

Your message will appear as in the image:

- The 'from' box shows the name of your school to confirm sender
- The message itself includes the school name and specific group (for example, Choir or Year 4) that the voice message concerns

"Hi—this is Mr Evans. The group will return from the theatre at 8.30 tonight, an hour later than planned. The delay is due to a traffic accident on the motorway"

If you call from your mobile phone, the system will recognise you and direct you to your message. If you call from a different mobile or a landline you will be asked to key in your mobile so the system can deliver the correct message.

You can listen again to your message for up to a week, after which it will be automatically deleted.

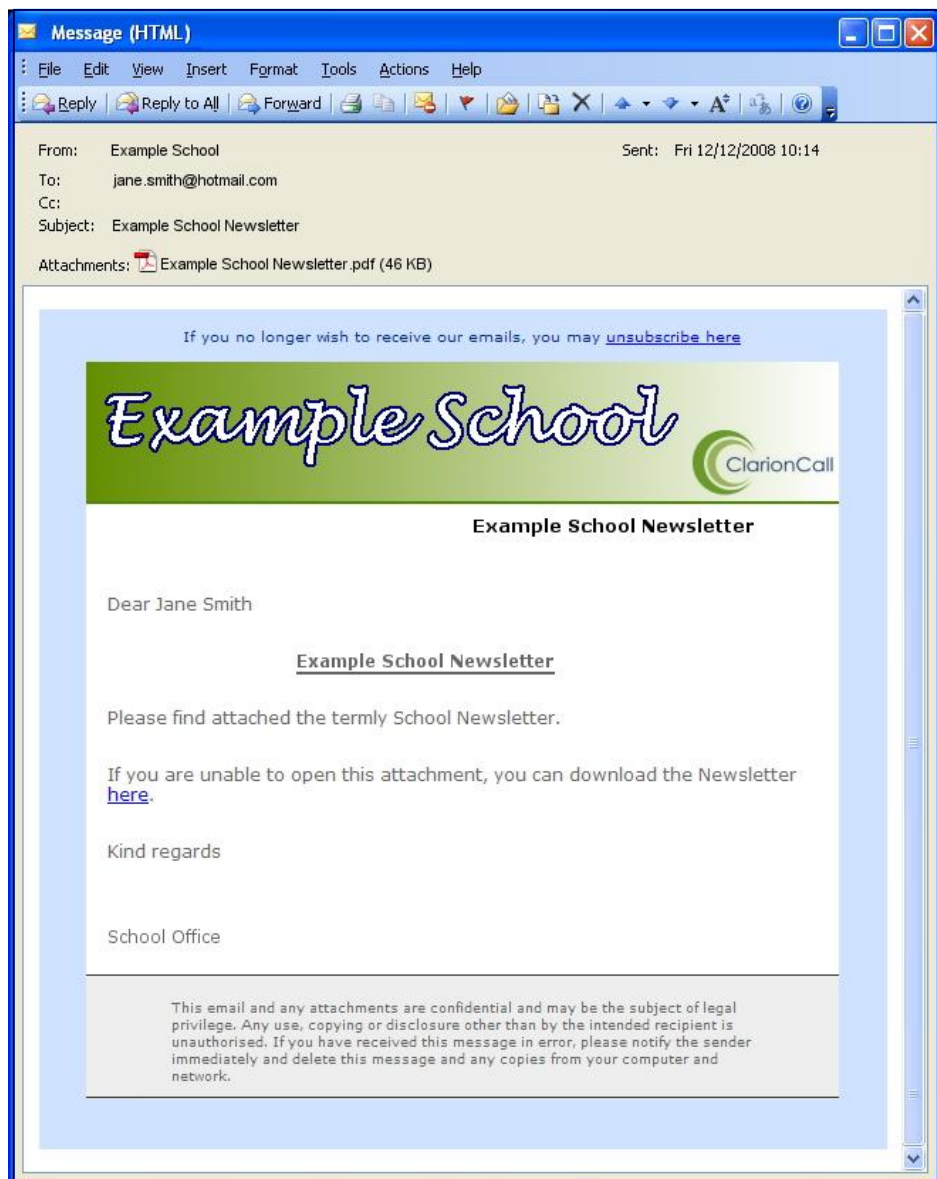
The school can track who has picked up their voice mail, and will call directly any parents who have not listened to an important message. This ensures that an important message reaches everyone, including parents without mobile phones.

### 3 E-Mail Message

To avoid receiving an excessive number of text messages, the school will use e-mail for news and events more than a day or two in the future.

Your e-mail will appear as in the image:

- The school name will appear in the 'from' box to confirm sender
- Information at the bottom of the e-mail will detail your ability to reply to the message—the messages are often notification-only
- To stop receiving e-mail messages from the school, click on the 'unsubscribe here' button



If you are not reliably receiving school e-mails, please add **[no-reply@schools.myclarioncall.co.uk](mailto:no-reply@schools.myclarioncall.co.uk)** to your e-mail address book or list of approved senders; this will solve most problems with delivery.



## ***Frequently Asked Questions***

### **THE CLARIONCALL SERVICE**

#### ***Why does the school use the service?***

Schools are always looking for ways to improve methods for contacting parents quickly and efficiently in the event of sudden changes to the school day.

Often schools rely on telephoning each family directly, or via a 'telephone tree', methods which are time-consuming and unreliable. Schools will often have to leave messages on answer machines, leaving them unsure as to whether the message has actually reached parents.

By using ClarionCall, the school can instantly send one text message to all parents. Complex messages can be sent with the voice mail service and the school can also track delivery reports, allowing them to target directly those who have not received the message after a certain period of time.

ClarionCall proves a very useful tool when there are significant changes to the normal school day but, more importantly, an invaluable and efficient method of contacting parents quickly in the case of a real school emergency.

#### ***Do I have to use the service?***

This will be the school's main means of communicating both logistical problems such as changes to pick-up time, sports events etc and for a real emergency. The school would always make every effort to contact you in an emergency but obviously parents receiving a ClarionCall message will get the message far quicker than by alternative means.

#### ***Will I have to pay to use the service?***

All text messages you receive are paid for by the school.

Some texts will ask you to call in and listen to a message. The cost of these calls is charged to your phone bill (depending on which phone you dial from) at your normal call rate.

Experience shows that schools use this service on average five times a year.

#### ***Will my number or e-mail address be sold to, or used by, third parties?***

Absolutely not. Your mobile number and e-mail address are stored on a secure computer that can only be accessed by your school's administrator and will only be used for parental communications.

### **USING THE SERVICE**

#### ***Can I have more than one family member on the system?***

Yes. Each pupil can have as many contacts as reasonably necessary, including mother, father, legal guardians, grandparents or an au-pair or nanny.

Additional relatives or guardians can even be added temporarily if parents are away for a week or two.

Contact your school with full contact details should you wish to add further family members to your child(ren)'s record.

***What if my partner does not want to be on the system?***

Having both parents on the system improves the chances of making contact in an emergency if, for example, one parent's mobile phone was switched off.

We can, however, set one parent as Priority 1 and any other parent/guardians as Priority 2. The Priority 1 parent will receive all messages whilst the Priority 2 parent/guardian will only receive emergency messages.

You can set your respective priorities when you supply the school with your up-to-date contact details either through the on-line data capture page or on the paper data slip you will have received from the school. Should your priority status change, simply contact the school with any changes and we will update the system.

***What happens if I am a parent at more than one school which uses ClarionCall?***

This is not a problem. Both schools will hold your mobile number and text messages will be delivered from both schools. When you call to receive a voice message, the system will recognise that you are involved with more than one school and will ask which school's system you wish to access when you call. The text message you will have received asking you to call in will identify which school has sent you a voice message.

***Will the service work with all mobile networks?***

Yes, the ClarionCall service is compatible with all mobile networks.

***What happens if I change my e-mail address or mobile number?***

Please notify the school of any changes to your contact details in order to ensure continued receipt of voice, text and e-mail messages.

**CLARIONCALL MESSAGES**

***Will I receive messages if I go abroad?***

Yes. If you are using your UK mobile whilst abroad for a short time, on holiday for example, you will be able to receive all text and voice messages.

If you live internationally on a full time basis and use an international mobile, your school may choose not to send you routine messages about changes to the school day. These messages will, however, be delivered to the guardian responsible for your child in the UK.

In the event of a school-wide emergency, you will receive all text and voice messages to your mobile.

***Can I receive text messages to my home number?***

This facility is not currently available.

***What if I don't have a mobile?***

Provided you supply the school with your e-mail address, you will receive e-mail copies of messages sent through the school.

In the event of an urgent situation, the school will be able to produce a list of all parents without mobile numbers and will contact them directly.

### ***Can I reply to text messages from the school?***

The ClarionCall system is designed as a one-to-many broadcast service and does not operate on a one-to-one basis. Text replies are, therefore, not possible.

It is a good idea to save the ClarionCall Voice Message number (01315 146111) in your mobile phone so that you can dial it directly in the event that the school record a voice message for you. However, please *note* that you should not send any text messages to this number as they will not be delivered to the school.

### ***Why does the school use the call-in voice message service?***

A simple text message, limited to 160 characters, may be insufficient to pass on a detailed message. Listening to a message from a familiar voice is often the best way to convey complex advice. It is possible to say more in one minute than can be written in many text messages.

Dialling in to the service also means that the school receives real-time delivery reports confirming that you have actually listened to the message. The school can then concentrate on contacting directly the few who have not called. This is not possible with a text alone as, although the school can confirm that the text had been delivered to the phone, they could not be certain that it had been read.

Finally, a teacher can record and send a message to all the parents of a group from their mobile phone whilst off-site. For example, a school trip leader can advise directly from the scene if a late return to school, and consequently a late pick up, is likely.

### ***Why am I not receiving e-mails sent by the school?***

Due to the large amount of unsolicited e-mail sent on the internet, e-mails from an unrecognised address are often automatically filtered by e-mail providers (such as Hotmail, Yahoo etc) and e-mail programs (such as Outlook Express etc) into a 'spam' or 'junkmail' folder.

The easiest way to prevent this is to add

[no-reply@schools.myclarioncall.co.uk](mailto:no-reply@schools.myclarioncall.co.uk) to your own address book or 'spam whitelist' or simply mark the address 'not junk' within your e-mail system.

Personal PC security products such as Anti-Virus and Firewall services can also prevent the delivery of unrecognised e-mail.

In order to receive e-mails from your school you will need to add

[no-reply@schools.myclarioncall.co.uk](mailto:no-reply@schools.myclarioncall.co.uk) to your trusted/approved list on any service that may interfere with reliable delivery.

If you register a work e-mail address to receive school messages, you should be aware that the company may use spam filters to reject e-mail it does not recognise.

To avoid this please contact your IT Manager or Webmaster and ask them to add [no-reply@schools.myclarioncall.co.uk](mailto:no-reply@schools.myclarioncall.co.uk) to their list of approved senders.

Note that if you leave your job you should change your registered e-mail address with the school or your company will continue to receive school e-mails.

### ***Can I reply to e-mails sent from the school?***

This is dependent on your own school's policy and you should check the wording and/or the footer of any e-mail you receive from the school for details on replying to e-mails.

***Why am I not receiving text messages sent by the school?***

The most likely reason for this is that your mobile number has been entered incorrectly in the school's records.

Please contact the school office to confirm your up-to-date and accurate mobile phone number.

***Can I find help on-line?***

Please refer to our customer website at [www.ClarionCall.co.uk](http://www.ClarionCall.co.uk).

This website provides the latest information for customers, new feature announcements and FAQs.

***Thank you for taking the time to familiarise yourself with ClarionCall, your school's Parent Communication System.***