



BrightArrow Guide for Parents

To enhance communication between your school and parents, your school is now using the BrightArrow telephone, email, text, and social media message communication system that enables school personnel to notify all households and parents by telephone, email, text, or app alerts within minutes of an emergency or unplanned event. It also may be used periodically to communicate general announcements or reminders.

For more information or assistance:
www.BrightArrow.com
GetTechSupport@BrightArrow.com

BrightArrow Communication Mechanisms

- ➔ **Emails**
The school will email parents, sometimes with voice calls or texts. Emails provide more detail, can include attachments and graphics, and are usually replyable unless from a “DoNotReply” address. Teacher emails typically allow replies, while school-wide emails sometimes are designed for outgoing information purposes only.

- ➔ **Text Messages**
The BrightArrow system enables school personnel to send text messages to parents. Once a phone number is opted in, all texts will come from the Short Code 79041.

The school may notify via email before sending the opt-in text. Once you open the text, simply reply YES to opt in and receive future texts. You can also opt in anytime by sending YES to 79041. Your phone number must be on file with the school to receive future text messages. After opting in, BrightArrow will confirm your enrollment.

- ➔ **Voice Calls**
Voice calls are typically used for urgent messages. If you miss the call and see the school’s number on Caller ID, please listen to the voicemail instead of calling back to avoid overloading school staff. This type of message is usually sent to all parents simultaneously, and calling back can overload school personnel.

How To Receive Voice Calls

➔ **When automated phone calls are made, BrightArrow simultaneously calls all the phone numbers in the school's parent contact database. It delivers the message if answered live or sent to voicemail. Information to know:**

- Please answer your phone as you normally would by saying "Hello" (or equivalent) immediately, and stay quiet. The message should start playing right away.
- Voicemail: The system detects if your voicemail has answered and will play the recording after the beep.
- Message repeat: At any time during the message you may press Star on your telephone to repeat the message.

➔ **BrightArrow uses leading edge technology in the industry to detect the difference between human answer and voicemail. How the detection works:**

- The system calls your phone and starts speaking immediately when you answer.
- The system listens while speaking to determine if it's reached a live person or voicemail. To signal a live person, respond with "Hello" or an equivalent, then stay silent to hear the message.
- If unsure if it reached a live person or voicemail, the system pauses audio upon hearing sounds and resumes upon silence to ensure a complete message is left on voicemail or answering machines.

➔ **Some reasons for false detection, causing the system to stop and repeat:**

- Loud background noise, television, radio, ring back tones, or a noisy environment.
- Avoiding saying hello, delaying greetings, repeating hellos, or speaking while the system is communicating.

➔ **What can be done to remedy this?**

- Say "Hello" immediately and then be silent, and do not say hello more than once.
- If the message stops to restart, mute your phone or cover its microphone to reduce background noise.
- Alternatively, press the Star key and the message will replay from the beginning without further repeating.



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