December 16, 2015

RE: Introducing School Text Messaging Alerts

Dear MCPS Parent,

We'd like to inform you Missoula County Public Schools will be using our Blackboard Connect texting tool to keep you informed and involved in school events and your child's day-to-day educational experience. We plan to use Blackboard's texting feature for the following situations:

- Student Absences
- Event Reminders, such as Picture Day or School Vaccinations
- Bus Delays
- Security and Safety Alerts
- School Closures and Delays

We believe that this new form of communication will enable you to stay informed of critical student and school activity. If you would like to add additional mobile numbers to receive the text messages, please contact your child's school.

Parents will receive an introductory text on December 23, 2015 at 3 p.m. This test as well as subsequent text messages will be coming from 23177 or 63079. Please save these numbers in your phone to easily recognize a text coming from the District or your child's school.

Best,

Missoula County Public Schools

Frequently Asked Questions about SMS Text Messaging

Question:
What happens if I provide a phone number to receive text messages?

Answer:
We will input your text-enabled phone number into the system, and the Blackboard Connect service will automatically send a text message to your mobile phone to confirm your request.

Question:
From what number will these text messages originate?

Answer:
All confirmation text messages and subsequent alerts will come from **23177 or 63079**. Please save this number and program it as (Location Name) so you can quickly recognize this number as the official source of our messages.

Question:
What will the confirmation message say?

Answer:
The confirmation message will read the following:

BIGSKYHS: You are confirmed to receive alerts from us. More info text reply "HELP" or "STOP 7282401*" to opt out*. Msg&data rates may apply

Question:
How do I opt-out to receive text messages from Blackboard Connect?

Answer:
When you receive the confirmation, please text reply back with STOP 7282401. The confirmation message will read the following:

You are now confirmed to stop receiving messages from us.

 If you no longer have that message on your phone, please contact us at (406)728-2400, ext. 1026 or email talong@mcps.k12.mt.us to provide a text-enabled phone number and opt out request.

Question:
What happens if I text reply "HELP"?

Answer:
If you text reply HELP, you will receive the following message:

> Bb Connect notifications. Msg freq per acct setting. For more info
> www.blackboardconnect.com/sms, sms@blackboard.com. To opt-out
> text STOP

Question:
I did not receive a confirmation message. What happened?

Answer:
Check with your provider to see if text messaging has been enabled since you will need to be subscribed to a text messaging plan in order to receive or reply to text messages. You should also ask your mobile phone provider if your device accepts premium text messages.

Question:
I did not receive a confirmation message because my phone wasn't text enabled. I have since contacted my mobile phone provider to enable it. Do I need another confirmation message sent?

Answer:
No. If your SMS phone was already submitted to our database, you should be confirmed to receive SMS alerts. However, you can check if you are opted-in by texting the word "SUBSCRIBE" to **23177 or 63079** and you will receive the following reply:

> *BIGSKYHS:* This phone number has already been opted in. More info text reply "HELP"
> or "STOP 7282401" to opt-out

Question:
What if I opted-out but later decide I would like to opt-in again?

Answer:
You may request to begin receiving text messages by texting "SUBSCRIBE 7282401" to **23177 or 63079**.

Question:
If I change mobile phone providers but keep the same number, do I need to opt-in again?

Answer:
No. Once your phone number has been opted-in, it stays registered within the system.