



PRINCESS ANNE MIDDLE SCHOOL

James M. Pohl
Principal

Princess Anne Middle School

2509 Seaboard Road
Virginia Beach, VA 23456
(757) 648-4950
(757) 430-0972 (fax)
www.princessannems.vbschools.com

Joey Hallock
Assistant Principal

Tracey MacMillan
Assistant Principal

Salvatore Marchione
Assistant Principal

September 9, 2008

Dear Princess Anne Middle School Parent/Guardian,

As principal of Princess Anne Middle School, I am pleased to announce that Virginia Beach City Public Schools is implementing a new parent notification system – **AlertNow** – with the start of the 2008-2009 school year. **AlertNow** is a powerful and convenient notification system that will allow the school district to send important information quickly to your phone and/or e-mail account about emergency situations such as school delays or cancellations due to inclement weather, for example. At the school level, it will also allow us to remind you about various events and circumstances such as report card distribution, open house, delayed buses, class field trips, and more.

As the parent of a student at Princess Anne Middle School it is important that we share information about this new and exciting notification system and how we will communicate with you.

- For **non-emergency** messages, you will receive a telephone call most likely to your home phone.
- Should a school **emergency** occur, in addition to being called at home, you will also be notified through the various phone numbers you have included on your child's registration form.
- In addition to being notified by phone during a school **emergency**, you will also receive messages via e-mail.
- This new notification system has the capability of calling five of your phone numbers (home, alternate or cell, and work) and sending messages up to five different e-mail accounts for parents/guardians identified as residing with the student or identified as receiving copies of student reports.
- **Multiple phone numbers** and e-mail addresses will only be used to notify you during a school **emergency, closing, or cancellation**.

Our school staff will be using **AlertNow**, throughout the school year, to keep in touch with every parent about **important** events taking place at Princess Anne Middle School. Here is what you need to know about receiving calls through **AlertNow**:

- If you have Caller ID, for a **non-emergency** message, the school's main number, 648-4950, will appear in the display.
- If you have Caller ID, for an **emergency** message, 757-263-1000 will appear in the display.
- Be sure to say **hello** when you answer the phone. The technology must hear a voice to deliver the message.
- **AlertNow** will leave a message on any answering machine or voicemail.
- If the **AlertNow** message stops playing, press any key 1-9 and the message will replay from the beginning.
- If an e-mail is sent, the subject line should read **Virginia Beach City Public Schools**

Since this is the first year we are using this program, we may encounter some “bumps” along the way. With this in mind, we ask for your patience and understanding. Our first non-emergency “test” of *AlertNow* will take place on September 10, 2008. This message should be sent to your home phone or the phone number you have provided us as being your primary phone. If you do not receive a call from the *AlertNow* notification system on September 10, please complete the form below and return it to our office staff.

For your convenience, we have compiled a list of the most frequently asked questions about the *AlertNow* parent notification system. These questions can be accessed on the school division’s Web site *vbschools.com* by selecting the link ***AlertNow*** found under the section *Your Favorite Pages* on the home page. Should you have any questions about *AlertNow*, please call 648-4950 or e-mail pams@vbschools.com.

On behalf of every member of the staff at Princess Anne Middle School, I thank you in advance for supporting this wonderful new parent communication tool.

Sincerely,

James Pohl
Principal

Cut here

AlertNow Phone Update Form

If you did not receive a phone call on September 10, 2008 please complete and return this form by September 12, to the school office. Note that the primary phone number will be called for non-emergency situations. During emergency situations, you will be notified through your primary phone numbers along with additional phone numbers and an e-mail address you included on your child’s registration form.

Thank you for your support with this initiative. If you have any questions, please don’t hesitate to contact us.

Please Print

Parent/Guardian Name _____

Student Name _____ **Grade** _____

Student Name _____ **Grade** _____

Student Name _____ **Grade** _____

Primary phone number (please include the area code) _____